

Reflections of a Culture: Western Fast Food Companies' Television Advertising Efforts in India
and Their Effectiveness in Relating to Indian Culture and Cultural Values

An Honors Thesis (HONR499)

by

Alexander Sventeckis

Thesis Advisor

Dr. Russell Wahlers

A handwritten signature in black ink, appearing to read "Russell Wahlers". The signature is fluid and cursive, with the first name "Russell" written in a larger, more prominent script than the last name "Wahlers".

**Ball State University
Muncie, Indiana**

April 2014

Expected Date of Graduation

May 2014

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Abstract

The purpose of this paper was to explore television advertisements used by Western-based fast food companies in the India market, and to evaluate the extent to which these advertisements relate to typical Indian culture and cultural values. Current research offered an understanding of culture and cultural values specific to the Indian people. Advertisements from McDonald's,

Yum! Brands including KFC and Pizza Hut, and Subway, all fast food companies with operations in India, were gathered and analyzed using a set of evaluative criteria developed to reflect those researched Indian culture and cultural values. The criteria included sub criteria formulated as binary choice questions. Point values were totaled from these sub criteria for an aggregate value for each advertisement. Findings conclude that the companies analyzed are average performers at relating to Indian culture and cultural values. Recommendations include increasing appeal to an "Indian identity" to better incorporate the local culture and cultural values into a global identity.

Acknowledgements

I would like to thank my thesis advisor, Dr. Russell Wahlers, for his tremendous support and guidance throughout the process of writing my thesis. My parents, Rob and Kellie, deserve special recognition as well for helping me complete this project. I would also like to thank all of my friends and peers for their contributions and support.

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Introduction

The subcontinent of India is a vast and growing market, teeming with opportunities and possibilities. As India grows economically and socially, it finds itself in contact with increasing Western-based influences. The country and its people have worked to adapt themselves to these influences, and incorporate them into their own country's culture. Western-based companies wield a powerful tool to initiate change and adaptation within India. The actions undertaken by these companies can have profound effects on the culture and cultural value sets of Indians.

This paper will investigate India as an emerging and growing market for Western-based companies, the culture and cultural values of the Indian people, and the efforts of quick-service restaurant brands of McDonald's India, Yum! Restaurants India Pvt. Ltd, consisting of KFC and Pizza Hut, and SUBWAY® Restaurants to advertise in this market using television commercials. A set of evaluative criteria will be constructed that serve to measure the relationship between the culture and cultural values of Indians and the television advertisements these brands currently use to appeal to the Indian market. An objective analysis of the brands' efforts using these evaluative criteria may result in insights into how the companies can improve their advertising efforts in India, specifically how they can tie culture and cultural values of Indians more effectively to their advertisements.

India as a Market

Demographic Information

The current population of India totals near 1.25 billion people, the second largest of any country in the world (The Economist, 2014). Three of the ten largest cities in the world can be found in India: Delhi, Mumbai, and Karachi. 378.8 million Indians live within an urbanized area, the second largest number of urbanized people in one nation in the world (The Economist, 2014).

The populace of India is relatively young. The median age in India is 27 years old. More than 86 percent of Indians are younger than 54 years, with 40.6 percent between 25 and 54 years old (Central Intelligence Agency, 2014). The younger generations of Indians are gaining not only a large population but benefits unknown to previous generations: “The Population Council (2010) states, ‘There are 315 million people aged 10-24 years in India, representing 30 percent of the country’s population. This cohort is healthier, more urbanized, and better educated than earlier generations’ ” (Khare, 2011, p. 365).

India’s people are ethnically similar, with 72 percent of the population classified as “Indo-Aryan”. 25 percent of the population is classified as “Dravidian”, with “Mongoloid and other” covering the remaining three percent (Central Intelligence Agency, 2014). These classifications reflect the roots of the languages spoken by Indians. A large majority of Indian ascribe to the beliefs of Hinduism: 80.5 percent of the population. Muslims comprise 13.4 percent, while Christianity, Sikhism, and others are followed by the remaining populace (Central Intelligence Agency, 2014).

Market Potential

National GDP and growth. The GDP of India, adjusted for purchasing power parity, is \$4.962 trillion, the fourth largest in the world (Central Intelligence Agency, 2014). The GDP growth had been steady for decades at six percent, but began slowing in 2011 due to “a decline in investment, caused by high interest rates, rising inflation, and investor pessimism about the government’s commitment to further economic reforms and about the global situation” (Central Intelligence Agency, 2014). The current annual growth rate is 3.8 percent. As of April 17th, 2014 the Indian rupee (INR), also abbreviated “Rs.”, held an exchange rate of 60.29 INR to one U.S. dollar (Bloomberg, 2014).

Indian middle class. The market in India continues to grow, with a middle class “expected to double to 575 million [people] by 2025” (Chênevert, 2013, p. 192) who will be “an average age of under thirty” (Chênevert, 2013, p. 192) and “educated, ambitious and mobile” (Chênevert, 2013, p. 192) with a strong desire to purchase consumables. This Indian middle class does and will continue to champion new ideas and experiment with new global opportunities. As Pinakiranjan Mishra, partner and national leader for retail and consumer products at Ernst & Young India states in Bagri (2014), “As more and more people acquire money, there are a lot of new consumers who are experimental in nature”. This emerging middle class is also challenging the *status quo* of Indian consumption patterns. Kishore Dash, a professor of marketing and a specialist on the Indian economy, in O’Barr (2008), offers more detail:

Getting rich and enjoying a good life has become the new mantra of social existence for the Indian middle class. With more income and more purchasing power, the status-conscious Indian middle class now seek to buy good quality consumer products and spend more money on food and entertainment.

Dash, in O’Barr (2008), continues on to explain that “30% of Indians (more than 300 million people) have emerged as rich, modern, Western-exposed, English-speaking urban dwellers.” This shift in purchasing power to the Indian middle class, along with more exposure to other ways of life and the means available to other countries’ middle classes, has created a large and lucrative market for many Western companies and their products.

Indian Culture and Cultural Values

As the need for localized international advertising continues to grow, it becomes necessary to understand the dimensions related to the culture and cultural values of local markets. Examining the culture and cultural values of Indians will provide a better understanding of how marketers can connect with potential Indian consumers. India has a wide range of culture

and cultural values present in the various regions that comprise the nation, yet certain elements of culture and values remain consistent across the regions. These elements have been adopted throughout the nation, and define a national culture and set of cultural values that is applicable to international advertising.

Definitions

Culture. Culture is a broad term that encompasses many facets and aspects. According to Kroeber and Kluckhohn (1952), a comprehensive definition of “culture” could be considered as such:

Culture consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and specially their attached values; culture systems may, on the other hand, be considered as products of action, and on the other as conditioning elements of further action (as cited in Paul, Roy, & Mukhopadhyay, 2006, p. 30).

Culture, in essence, is a “fundamental base of a society” (Banerjee, 2008, p. 368) and “has a long lasting influence on [the] behavior of its people” (Banerjee, 2008, p. 368). Cultural elements, then, are influential in how people behave within a culture, including consumer purchasing decisions.

Values. Values can be briefly defined as “those properties of objects, individuals, or communities that make them good, worthy, or respectable” (Pollay, 1983, p.72). Pollay (1983) uses Rokeach’s (1973) expansion on the definition of values, which is:

A value is an enduring belief that a specific mode of conduct or end state of existence is personally or socially preferable to an opposite or converse mode of conduct or end state of existence. A value system is an enduring organization of beliefs concerning preferable modes of conduct or end states of existence along a continuum of relative importance (p. 5, as cited in Pollay, 1983, p. 72).

A value, then, relates to particular behaviors or beliefs that a society or culture deems as preferable. These values become “standards that govern what beliefs and behaviors are worth preserving, trying to change, and even going to war and dying for” (Pollay, 1983, p.73).

Culture

Culture can have an impact on companies who advertise in an international market. As Popovici (2011) notes “the cultural adjustment of the marketing program is one of the biggest challenges for the companies that act on the international market” (p. 61). Popovici (2011) also states that “the impact of the culture on promotional policies is much stronger than on other components of the marketing mix” (p. 61), especially with advertising: “it appears that the [promotional policy] most affected by culture is advertising” (p. 61). Popovici (2011) posits that the reason for this effect is “the direct result of the cultural influence (e.g. on media support, on the content, and on the advertising budget)” (p.61). Understanding the culture of an international market, like India, can aid companies in crafting effective advertisements for an Indian target market.

Language. India has a diverse collection of spoken languages. A recent survey conducted by the People’s Linguistic Survey of India (PLSI) concluded that there were 780 spoken languages in India, which is a 24 percent decrease in the number of languages fifty years prior (IANS, 2013). Of those 780, only 122 are spoken by a population greater than 10,000, and of those, only twenty two are “scheduled Indian languages” (IANS, 2013), meaning they have received formal recognition by the Indian government. Those scheduled languages include the most widely spoken, Hindi, spoken by 41 percent of the population (Central Intelligence Agency, 2014). Others include, with their respective percentage of population that regularly use the language: Bengali (8.1%), Telugu (7.2%), Marathi (7%), Tamil (5.9%), Urdu (5%), Gujarati

(4.5%), Kannada (3.7%), Malayalam (3.2%), Oriya (3.2%), Punjabi (2.8%), Assamese (1.3%), and Maithili (1.2%) (Central Intelligence Agency, 2014).

The many different languages spoken in India can create difficulties in communication between populaces of regions, states, and even cities. To help alleviate those difficulties, the Indian government adopted English as a “subsidiary official language” where it has become the “most important language for national, political, and commercial communication” (Central Intelligence Agency, 2014) and serves as a language that can be used throughout India in conjunction with the multitude of regional languages.

Food. Food is an extraordinarily important manner of expression of Indian culture. Mealtime is a time for the family unit to gather and eat together, and is a way for Indian people to bond using a cultural similarity. Meals can consist of multiple parts. Staple grains of India vary by region and are used in different methods: “rice throughout most of the east and south, flat wheat bread (chapati) in the north and northwest, and bread made from pearl millet (*bajra*) in Maharashtra” (Encyclopædia Britannica, Inc., 2014). Along with staple grains, meals typically include “the puree of a legume (called dal), a few vegetables and, for those who can afford it, a small bowl of yogurt” (Encyclopædia Britannica, Inc., 2014), along with some meats. Indian cuisine uses a multitude of spices or curries in most dishes, such as “ginger, coriander, cardamom, turmeric, cinnamon, hot dried peppers, and dozens of others” (Briseno, 2011). The cuisine is also typically divided into vegetarian (veg) and non-vegetarian (non-veg) options. Banerjee (2008) notes that a “majority [of Indians] eat no beef or pork, or any meat at all” (p. 372), and food options usually reflect the divide between veg and non-veg consumers.

The typical cuisine is changing with the onset of global brands and options. “Traditionally, Indians like to have home-cooked meals – a concept supported religiously as well

as individually” (Goyal & Singh, 2007, p. 182). This concept is giving way to new ideas, particularly fast food options. “Today, [the] fast food industry is getting adapted to Indian food requirements and is growing in India” (Goyal & Singh, 2007, p. 183), and is shifting how food plays its role in Indian culture. This change is being felt in both urban and rural environments. A recent study by the Integrated Disease Surveillance Report “found that across seven [Indian] states in which it conducted its study, in urban and rural areas, there was a growing and substantial percentage of people eating fast food” (Johnson, Sahu, Saxena, Mathur, & Agarwal, 2012).

Customs and traditions. Customs are “ways in the hands of people of a country to express and practice their identity” (Lal, 1996 as cited in Banerjee, 2008, p. 371). Identity can be discovered through myriad factors that operate within the framework of the customs and traditions of a culture. As examples, it can be tied into religious belief systems, or into caste, known as *jati*, which can be defined as “the level within the social system that determines who people will marry and often even what line of work they can pursue, where they can live, or what they can eat” (Encyclopædia Britannica, as cited in Briseno, 2011). While the caste system is no longer rigidly enforced, remnants of the sentiments and expectations of the system remain.

Each state and region has its own plethora of festivals and holidays, traditions that extend into the ancient past; however, there are several festivals, both religious and secular, that are celebrated across most of India:

Vasantpanchami (generally in February, the exact date determined by the Hindu lunar calendar), in honour of Sarasvati, the goddess of learning; Holi (February–March), a time when traditional hierarchical relationships are forgotten and celebrants throw coloured water and powder at one another; Dussehra (September–October), when the story of the Ramayana is reenacted; and Diwali (Divali; October–November), a time for lighting lamps and exchanging gifts. The major secular holidays are Independence Day (August 15) and Republic Day (January 26) (Encyclopædia Britannica, Inc., 2014).

Tradition, then, “plays a vital role to control behavior of individuals” (Banerjee, 2008, p. 372). It acts as a cultural control mechanism, to maintain appropriate types of behaviors that are expected from past precedent. Tradition and customs are important values within India that guide the actions and behaviors of the Indian people.

Cultural Values

Cultural values in India must be considered through the lens of the concept of collectivism, as Indians live within a collectivist environment. Collectivism can be defined as “a high preference for belonging to a larger social framework in which individuals are expected to act in accordance to the greater good of one’s defined in-group(s)” (The Hofstede Centre, 2014), meaning that individual Indians desire to fit in with society as a whole. Collectivism provides a framework and structure for the development of the specific values of Indians. The cultural values, in turn, are expressive of the collectivist environment and national mentality.

Individual and family relationship. The relationship between an individual and his or her family is directed affected by the collectivist mentality. “Family is of dominant concern for most Indians” (Mandelbaum, 1970, as cited in Banerjee, 2008, p. 373). Within this context, Indian people “rely on balance between independent self and interdependent self-concept” (Banerjee, 2008, p. 373) to best match their individual aspirations with family obligations and relationship maintenance. While the individual is encouraged to pursue accomplishments and find personal success, “individual achievements are viewed in the light of family and societal achievements” (Khare, 2011, p. 369). “For individuals in a collectivist society, harmonious relationships with groups are a priority” (Khare, 2011, p. 368) which include the family unit.

The familial relationships are hierarchal in nature. This hierarchy forms as a result of the society’s high power distance, defined as “the extent to which the less powerful members of

institutions and organisations within a country expect and accept that power is distributed unequally” (The Hofstede Centre, 2014). In the case of the Indian family unit, the female is the less powerful member of the societal institution:

There is a clear order of social precedence and influence based on gender, age, and, in the case of a woman, the number of her male children. The senior male of the household—whether father, grandfather, or uncle—typically is the recognized family head, and his wife is the person who regulates the tasks assigned to female family members. Males enjoy higher status than females; boys are often pampered while girls are relatively neglected. (Encyclopædia Britannica, Inc., 2014).

The rigid nature of the family structure in India can have effects on the successes and decision processes of both the individual members of the family and the family unit in total.

Societal conformity. Indians, as part of a collectivist society, seek to conform to what is expected of them by society in general. “Research suggests that even though collectivist societies are affected by globalization, still there is a tendency to conform to social norms and behave according to cultural values” (Chu, 1985; Corbu, 2009 as cited in Khare, 2011, p. 367). Societal conformity, then, is a major determinant for the behavior of many Indians. It is also a strong factor in the decision-making processes for Indians. Indians are expected to work to gain a consensus for a decision, as “performance through consensus is underline [*sic*] assumption of the society” (Banerjee, 2008, p.373). Developing that consensus must also fall with the parameters of an Indian’s social relationships with his or her peers, since Indians “value social relationships and give priority to group conformance by respecting group processes and decisions” (Khare, 2011, p. 368). Understanding those relationships they hold within society in general is a key factor in how Indians reach a decision, including decisions proposed by advertising.

Companies to Examine

Quick-Service Food Industry Overview

One of the most lucrative industries to evolve in India is that of quick-service food. The popularity of quick-service restaurants that serve fast food has been steadily increasing. Western companies began moving into the Indian marketplace in 1991, when economic liberalization policies developed by the Indian federal government were enacted (Goyal & Singh, 2007). By 2007, “over 70 percent of urban Indians consume food from take-away restaurants once a month or more frequently” (Goyal & Singh, 2007, p. 184) and that percentage has continued to grow into current times.

According to analysts at Technopak, a management consulting firm based in Gurgaon, India, “the Indian market for chain restaurants was an estimated \$2.5 billion in 2013 and is expected to grow to \$8 billion in 2020” (Bagri, 2014), with the growth driven by “what is known as quick-service, or fast food, restaurants” (Bagri, 2014). The large number of young people of India is fueling a change in the “customer profile and demographic for fast food restaurants in India” (Bagri, 2014) which, if utilized properly, is favorable and advantageous for companies that operate in the quick-service food industry.

McDonald's India

Company history. McDonald's, Inc. currently has a joint venture with Hardcastle Restaurants Pvt. Ltd. (HRPL), a subsidiary of Westlife Development Limited, to own and operate the McDonald's India restaurant locations in South and West India. HRPL also holds the brand rights for McDonald's in those regions (PTI, 2011). Another corporation, Connaught Plaza Restaurants, holds the rights for McDonald's brand and franchising in the North and East regions of India (PTI, 2011).

Company presence in India. In 2012, McDonald's India had over 250 restaurant locations throughout India (McDonald's India, 2012). The joint venture partner HRPL plans to double the number of locations in India by the end of 2014 (McDonald's India, 2012).

Products in Indian market. In the Indian market, McDonald's removed a key ingredient, beef, reflecting the company's need to "adapt [their] offerings according to the culture while maintaining the core brand values consistent across cultures" (Banerjee, 2008, p. 372).

The breakfast and regular menus for McDonald's India, which are the same for both the North/East and South/West regions, include the following:

Breakfast Menu

Egg and Cheese Muffin, Sausage McMuffin, Sausage & Egg McMuffin, Veg McMuffin, Veg Supreme Muffin, Hot Cakes with Maple Syrup, Hash Brown, Veg Pizza McPuff

Regular Menu

Sandwiches and Wraps: Chicken Maharaja Mac, McChicken, Filet-O-Fish, Chicken McGrill, McVeggie, McAloo Tikki, McEgg Burger, McSpicy Paneer Burger, BigSpicy Paneer Wrap, McSpicy Chicken Burger, BigSpicy Chicken Wrap, Salad Wrap

Snacks: Fries (Regular, Medium, and Large sizes), Veg Pizza McPuff

Nuggets: 4, 6, 9 piece Chicken Nuggets
(McDonald's India, 2013).

A full listing of McDonald's India menu offerings can be found in Exhibit 1.

Yum! Restaurants India, Pvt. Ltd

Company history. In 2011, Yum! Brands, the parent company of KFC and Pizza Hut, created a standalone division for its restaurant locations in India. The KFC and Pizza Hut locations operate under Yum! Restaurants India, Pvt. Ltd as a subsidiary of Yum! Brands. This move was done to "underscore the potential scale of this exciting emerging market" (Yum! Brands, 2014), and take advantage of opportunities in India.

Company presence in India. KFC is the “fastest-growing quick-service restaurant brand in India” with “more than 360 stores by year-end 2013” (Yum! Brands, 2014). Pizza Hut “has been named the number one most trusted food service brand for seven years in a row” with “191 affordable casual dining restaurants and 176 Home Delivery locations” (Yum! Brands, 2014).

Products in Indian market.

KFC. KFC locations across India offer several categories of quick-service food options, both veg and non-veg:

Snacks

Hot Wings 5pc, Popcorn Chicken, Boneless Strips 3pc, Veg Strips 6pc

Burgers

Chicken Zinger, Paneer Zinger, Veg Rockin' Burger, Chicken Rockin' Burger

Chicken

Hot & Crispy 2, 4pc, Fiery Grilled 2, 4 pc

(KFC, 2012).

A full listing of KFC's menu offerings can be found in Exhibit 2.

Pizza Hut. Pizza Hut locations across India offer several categories of products, both veg and non-veg, including:

Magic Pan (2-3 ppl)

Appetisers

Soups

Salads

Pastas

Thin Crust Pizzas

So Cheesy Pizza

Pan Pizzas

Desserts

Crown Pizzas (2-3 ppl)

(Pizza Hut, Inc., 2010).

A full listing of Pizza Hut's menu offerings can be found in Exhibit 3.

SUBWAY®

Company history. Subway, which operates under its parent company, Doctor's Associates Inc., was founded in Bridgeport, Connecticut in 1965 by Fred DeLuca and Dr. Peter Buck. The owners focused on "serving a well-made, high quality product, providing excellent customer service, keeping operating costs low and finding great locations" (Doctor's Associates Inc., 2014) as they opened and managed 16 locations within a decade of launch. In an effort to continue expansion, the company adopted a franchising model, which has led to the 41,411 Subway locations in operation in 104 countries today (Doctor's Associates Inc., 2014). Subway is ranked second on *Entrepreneur's* list of top global franchises in 2013 (Entrepreneur Media, Inc., 2014).

Company presence in India. There are currently 420 Subway locations operating in India (Doctor's Associates Inc., 2014).

Products in Indian market. Subway restaurant locations in India offer several categories for selections:

Favourites

Tuna, Chicken Ham, Roasted Chicken, and Chicken Teriyaki sub sandwiches

Traditional

Italian B.M.T. ™, Subway Club ™, Turkey, and Turkey and Chicken Ham sub sandwiches

Local Subs

Chicken Tikka and Chicken Seekh

Vegetarian Subs

Veg. Shammi, Veggie Delite ™, Veggie Patty, Paneer Tikka, and Aloo Patty (SUBWAY India, 2014).

A full listing of Subway India products can be found in Exhibit 4.

Advertisements

Advertisements for products offered by McDonald's, Yum! Restaurants (KFC and Pizza Hut), and Subway were limited to television commercials, which were selected through convenience sampling. Various Internet resources were explored to locate the advertisements. Each advertisement is given with the year it first aired along with a brief synopsis.

McDonald's India

Ad: Arranged Marriage (2014)

The advertisement opens with a couple sitting at a table in a McDonald's location. They both have a Soft Serve Sundae in front of them. The man is speaking on a phone about a business matter and eating his sundae. The woman, visibly bothered by her husband's choice to focus on business instead of her, does not eat her sundae.

The man then offers her a bite of his sundae from his spoon, and with some prodding, she takes the bite. The man winks at her after she eats the bite of sundae. The voiceover announcer begins by commenting, "Arranged marriage or love?" The ad then cuts to a preparation scene of a soft serve sundae, along with the price of the sundae at Rs. 25. The ad closes with a shot of the McDonald's logo, and the mottos "I'm lovin' happiness" and "I'm lovin' it".

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=RfOBjKW4vFo>

Ad: BF GF (2012)

This advertisement opens with two children, a boy and girl, sitting on a park bench. The girl turns to the boy and asks him if they are boyfriend and girlfriend, to which he replies, "No.". When she pushes him as to why he said no, he talks of how demanding a girlfriend would be. Dejectedly, she states that all she wants is a McAloo Tikki sandwich from McDonald's. The boy

thinks about this development: he sees a McDonald's across the street, and pats his pocket, which has change in it. He asks her if that is really all she wants, and she nods. The boy then says it is okay if they are boyfriend and girlfriend, to which the girl laughs approvingly.

The ad then cuts to a preparation scene of a McAloo Tikki sandwich, with a voiceover announcer announcing the price of Rs. 25 listed onscreen. The ad cuts back to the boy and girl on the bench. The girl has her sandwich, and plants a kiss on the boy's cheek. He says "I'm Loving It", and the ad closes with a shot of the McDonald's logo and motto.

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=viEKTvZjRIM>

(The advertisement with English subtitles can be viewed at:

https://www.youtube.com/watch?v=V_NPJMMYE7Q)

Ad: Slap featuring Shazahn Padamsee (2008)

The advertisement opens with a popular Hindi actress, Shazahn Padamsee, looking for a table in a McDonald's location after purchasing a Chatpata McAloo Tikki sandwich. A man is seated at a table, and winks at her. She at first ignores him with an eye roll. He winks again, and she goes to the table to confront him. She then proceeds to slap the man across the face.

He explains that he did not mean to wink at her, and that he in fact has a medical problem. She stumbles through an apology, and the man accepts it. He then invites her to sit at his table and she obliges.

The ad then cuts to a preparation scene for the Chatpata McAloo Tikki sandwich, and a call to action with "Hurry! Limited period only", along with the price of Rs. 20. The ad then cuts back to the man telling the audience "I'm loving it," with an implication that he fabricated the

winking problem to get the attention of the actress. The logo and red background then appear to close the ad.

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=o6XQTGRtSQE>

Yum! Restaurants India, Pvt. Ltd

Ad: KFC – KFC Curry Crunch (2012)

The advertisement involves a group of young professionals inside a KFC location discussing business. One of the young men receives a call from his mother with an embarrassing ringtone. The others in the group mock him for liking the ringtone.

The advertisement then cuts to a separate table of young people. One of the men in the group looks out the window and sees another man on a motorcycle. The man in the window describes the “coolness” of the bike and its rider. The man on the bike then smashes the root of a spice on the ground, and it then cuts to the group enjoying a bucket of KFC Curry Crunch chicken.

The ad then cuts to a chicken preparation scene with the overlaying narrator describing the Indian spices used in the chicken. The ad then concludes with shots of everyone in the restaurant enjoying the KFC Curry Crunch chicken.

The full advertisement can be viewed at:

<https://www.facebook.com/photo.php?v=10151232791219934&set=vb.103737039656866&type=3&theater>

Ad: KFC – KFC Fiery Grilled (2011)

The advertisement involves three actors, all young-looking: a man (Man 1) and a woman portrayed as a couple, and another man (Man 2) as an antagonist. The woman walks out of the

restaurant to discover that Man 1 has hit a car. Man 2, the owner of the car, walks up and sees the damage, and begins to berate Man 1. Man 1 is taken aback, and offers Man 2 a piece of Fiery Grilled chicken. Man 2 refuses. Man 1 then decides to bite into the piece.

A cut is introduced and shows a close-up of the chicken cooking. After the phrase, “Fiery goes in, your fire comes out”, the ad then cuts back to Man 1, who is then “empowered” to talk back to Man 2. Man 1 calls Man 2 irresponsible, and blames Man 2 for what happened to his own car. Man 2 is stunned to silence, and the woman is then impressed by Man 1. The ad ends with a shot of the Fiery Grilled chicken, along with the KFC logo.

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=qXvRRQ1A2Mc>

Ad: Pizza Hut – Pizzas and Much More (2011)

The advertisement opens with a very old model automobile, rendered in black and white, which pulls up to a Pizza Hut location, rendered in color. The driver, a male, asks the other three people in his car, one man and two women, to “order the usual” while he parks. All four are dressed in “older-period” clothing, and are rendered in black and white. When the three people ask for “the usual”, the Pizza Hut server suggests a selection from the new menu. The group then decides to order some of Pizza Hut’s new offerings, including chicken skewers, pasta, and mojitos. The food is brought to the table while the group looks on in wonder. When they take their first bites, they are “modernized” – rendered in color and shown in current fashion styles.

The ad then cuts to preparation shots of the aforementioned products with a voiceover announcer discussing the new menu. The ad closes with the driver, who has not been “modernized”, entering the restaurant and searching for his friends. His friends wave at him from a table, trying to get his attention, while the Pizza Hut logo appears.

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=XvfyPJ3Q5b4>

Ad: Pizza Hut – Weekday Special (2011)

The advertisement involves a group of five young actors and actresses. They all desire an answer to a question, but all of them are afraid to ask it to their server. Finally, one of the women in the group has her leg kicked under the table by one of her friends, and her shout of surprise is taken as her desire to ask a question. The server asks her if she has a question, and she asks about the price and selection of the food that comprises a “Weekday Special” meal. The server affirms that all of the food is priced at Rs. 99 per person. One of the males at the table asks the server to promise him that he is telling the truth, and the server reaffirms the deal. The group then happily begins eating their food.

The ad then cuts to several shots of the food offered as a “Weekday Special” with a voiceover announcer discussing the special. The special is a three-course meal offering for Rs. 99 per person. Different combinations of the available offerings are shown. Several shots of the group eating are interspersed with the food shots. The ad closes with the Pizza Hut logo against a black background.

The full advertisement can be viewed at

<http://www.campaignindia.in/Article/257873,jwt-creates-new-tvc-for-pizza-huts-weekday-special.aspx>

SUBWAY®**Ad: Rafting (2014)**

The advertisement opens with a man sitting down at a table at a Subway location with a sub sandwich he just purchased. He comments that the price is low. The ad cuts to the seat opposite him, where another man sits. This man suggests, "Let's go rafting tomorrow."

The ad cuts back to the man with the sandwich, but he turns his friend down, as it is "Roasted Chicken [Sub] day". The scene changes to represent the next day, with a change in outfit. His friend asks again to go, but the man with the sub refuses again, as there is another sub available on the next day. There are then three successive cuts with different outfits and different sub sandwiches for the day. A voiceover announce then comments on the new "Sub of the Day" menu at Subway, wherein a different sandwich is offered at the special price mentioned earlier (Rs. 80) on a different day. There are a few short sandwich preparation scenes. The sandwiches are then shown fully made, along with the day of the week when they are on sale. The ad closes with a shot of the Subway logo and motto.

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=NGZDXROtPB0>

Ad: Cheese and Pepperoni Toasties (2012)

The advertisement is a montage of the preparation of the Cheese and Pepperoni Toasties sub sandwich. It includes bread rising, vegetables being chopped, and meat and cheese being sliced. A voiceover announcer describes the preparation process as it unfolds. The ad ends with a shot of the Toasties being pulled from an oven, with their prices superimposed over the sandwiches.

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=7h2nvjfRw-Y>

Ad: Everyday Value – Chicken Ham @ Rs. 50 (2010)

The advertisement is a montage of several men purchasing Chicken Ham sub sandwiches at Subway locations. Each man is purchasing the sub for a woman. After the woman receives the sub, she is shown enjoying it, and then planting a kiss on the man's cheek. Quick shots of fresh ingredients being prepared for the Subway sandwiches are interspersed. No dialog takes places, but there is a song that plays along in the background. The ad concludes with the first speaking part, an announcement that the subs cost only Rs. 50 and that there is "Happiness, every day at Subway".

The full advertisement can be viewed at:

<https://www.youtube.com/watch?v=J7dfkNPRVj0>

Evaluative Criteria

The advertisements will be examined using a set of evaluative criteria generated from the culture and cultural values of India. This examination will investigate to what extent the advertisement is appealing to the culture and cultural values of its potential consumers in the Indian marketplace. The criteria utilized will be based on the expressed culture and values of India discussed previously.

Each criterion holds sub criteria in the form of questions. Each question is a Yes/No question that relates to the criterion subject. The advertisement will be analyzed according to the criteria and sub-criteria, and receive a score on each sub criterion. A final aggregate score will be

given for the advertisement to use for comparison. The criteria and sub criteria used in this investigation are as follows:

Criterion 1: Culture – Language

As English is the language used for business across the various states of India, advertisements that utilize English take advantage of the commercial benefits available from using the language. Ones that employ a mix of local languages and English can attract a more diverse target market, as the local language may catch attention and the English may denote a sense of importance to the message. The sub criteria utilized in this criterion are:

- A) Does the advertisement use spoken English at any point?*
- B) Does the advertisement use written English at any point?*
- C) Does the advertisement employ a mix of local language and English?*

Criterion 2: Culture – Food

Many fast food options discussed previously use names and flavor combinations that evoke a specific Indian taste. Advertisements that relate to the “Indian way” of using specific flavors or preparing food may connect with Indians in the target market. The incorporation of “traditional” Indian cuisine, like bread products, *dal*, or other uniquely “Indian” dishes, may also draw a link between the offerings of the companies and their Indian consumers. The sub criteria utilized in this criterion are:

- A) Is any mention made of “local Indian flavors” (or a similar phrase)?*
- B) Is the food prepared in a specific style (home-cooked or a typical method seen in India)?*
- C) Are references made to “traditional” Indian cuisine?*

Criterion 3: Culture – Customs and Traditions

Indian customs and traditions contribute to the overall identity of Indians. Advertisements that attempt to identify with an “Indian identity” may connect with Indian consumers on a deeper level. The Indian identity can arise from references to festivals and holidays, as well as other Indian influences, like religious beliefs or remnants of the *jati*, shown during the advertisement, in an effort to illustrate how unique the product is to Indian consumers. Maintaining the Indian identity within the context of a global brand can help create a strong relationship between the product and brand, and the Indian consumer. The sub criteria utilized in this criterion are:

- A) Are “Indian influences” shown at any point during the advertisement?*
- B) Are any festivals or holidays referenced or shown during the advertisement?*
- C) Does the advertisement discuss a “uniquely Indian” product?*

Criterion 4: Values – Individual and Family

The relationship between an individual and his or her family is hierarchal in nature, and is subjected to a high power distance. The family unit is of utmost importance to Indians, but what qualifies as “family” can extend beyond the typical nuclear family yet still fall within acceptable social expectation. Dating couples, married couples, and families with children may all qualify as “family”. Regardless of the family make-up, paternalism still drives the choices the “family” makes, wherein the male should lead the decision-making process. Advertisements that reflect the values of family and the expected relationships between family members may connect with the audience. The sub criteria utilized in this criterion are:

- A) Does the advertisement concern any part of a “family” (including: dating couples, married couples, family unit with children, references to parents/other family members)?*
- B) Is the male responsible for making a “family” decision?*

C) Is/are the female(s) shown unquestioningly accepting the “family” decision made by the male?

Criterion 5: Values – Societal Conformity

Social relationships for Indians are important, and maintaining those relationships is a primary goal. Building group consensus when a group faces a decision helps to maintain relationships and conformity to typical Indian society. Advertisements that promote group decision-making and conformity to the group decision may find a receptive audience in India. External social factors, like opinion leaders, famous actors and actresses, sports figures, or other societal influences, can lend additional support to the advertisement’s ability to connect with its viewers. The sub criteria utilized in this criterion are:

- A) Does the scene in the advertisement involve a group activity with peers of similar demographics (age, ethnicity, or perceived status)?*
- B) Do the actors/actresses decide as a group what food to purchase and consume?*
- C) Is the group influenced by an “external social factor” at any point during the advertisement?*

Scoring

For each sub criterion, a “Yes” answer will receive a score of 1 and a “No” answer will receive a score of 0. The advertisement will be compared to each criterion, and receive a score based upon the total of all sub criteria points earned for one criterion. The total of all criteria will be added into a final total, which will be the final score assigned to the advertisement. The advertisements that are well-adapted to culture and values will score higher, while those that are not as well-adapted will score lower. Each advertisement will have a table listing the outcomes

of each criterion (see Table 1) and the aggregate from all criteria to create the final total (see Table 2).

Table 1: Example of Sub Criteria Score Table

Sub criterion	A	B	C	Total
Ad Score	X	X	X	XX

Table 2: Example of Aggregate Score Table

Criterion	1	2	3	4	5	Total
Ad Score	X	X	X	X	X	XX

Analysis of Advertisements

Each advertisement was analyzed according to the criteria discussed previously. A description of the analysis with each criterion is given, including any particular occurrence that requires special attention. The scores for each criterion and the aggregate are given for each advertisement. Each advertisement has also been given a code, derived from the name of the sponsoring company and its position in this analysis.

McDonalds’s India

Ad: Arranged Marriage (2014) – MCD1

Criterion 1 – Language. The advertisement uses both written English and spoken English as well as local language. The results of the analysis of sub criteria can be found in Table 3.1.

Table 3.1: Criterion 1 Sub Criteria Results for MCD1

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The food option depicted in the ad, the soft serve sundae, is available globally, and has no traditional ties to Indian food. No mention of Indian food is found in the ad. The results of the analysis of sub criteria can be found in Table 3.2.

Table 3.2: Criterion 2 Sub Criteria Results for MCD1

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 3 – Customs and Traditions. The advertisement uses the relationship between arranged marriage and love as a method of connecting to the target market. An arranged marriage is a traditional custom of Indians. In this ad, although the product is not specific to the Indian market, the concept of arranged marriage can be construed as an “Indian influence” that is utilized in the ad. This concept, however, does not make the product “uniquely Indian”. The results of the analysis of sub criteria can be found in Table 3.3.

Table 3.3: Criterion 3 Sub Criteria Results for MCD1

Sub criterion	A	B	C	Total
Ad Score	1	0	0	1

Criterion 4 – Individual and Family. The couple depicted in the ad would qualify as a “family”, and should therefore reflect family values. As noted in Criterion 3, the members of this “family” in the ad have undergone an arranged marriage. The announcer quips on how love plays into the arranged marriage, which reflects a broader concept of the Indian definition of love’s place in a marriage, and how that concept ties into the expectations of family. In the ad, the man is shown offering a bite to his wife, who accepts his offer. According to the traditional family hierarchy, the man makes the decision and the wife follows his determinations. That power

distance appears to be reflected in this ad, although the mention of “love” may suggest a different dynamic. The results of the analysis of sub criteria can be found in Table N.4.

Table 4.4: Criterion 4 Sub Criteria Results for MCD1

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 5 – Societal Conformity. As previously noted, the arranged marriage concept falls within traditional values of Indian society, and would conform to societal expectations; however, this ad does not depict them engaging in a “group activity”, or making a consensus-based decision. There are also no external social factors that influence the couple in this ad. The results of the analysis of sub criteria can be found in Table 3.5.

Table 3.5: Criterion 5 Sub Criteria Results for MCD1

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

The aggregate score for the McDonald’s – Arranged Marriage (MCD1) advertisement can be found in Table 3.6.

Table 3.6: Aggregate Score for MCD1

Criterion	1	2	3	4	5	Total
Ad Score	3	0	1	3	0	7

Ad: BF GF (2012) – MCD2

Criterion 1 – Language. The majority of the advertisement is spoken in local language; however, the boy states the McDonald’s motto in English. The information about the sandwich is written in English. The results of the analysis of sub criteria can be found in Table 4.1.

Table 4.1: Criterion 1 Sub Criteria Results for MCD2

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The name of the sandwich, McAloo Tikki, is derived from traditional Indian food. In particular, an aloo tikki burger is a patty (tikki) created from boiled potatoes and a mixture of Indian spices (Waheed, 2013). McDonald’s has adapted its sandwich from a traditional dish found in Indian cuisine. The method of preparation, however, is not directly referenced, nor is any particular “Indian flavor” referenced. The price of the sandwich is the main point of discussion instead. The results of the analysis of sub criteria can be found in Table 4.2.

Table 4.2: Criterion 2 Sub Criteria Results for MCD2

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 3 – Customs and Traditions. The McAloo Tikki sandwich is a product unique to the Indian market. Other “Indian influences”, however, are not discussed in the advertisement. The results of the analysis of sub criteria can be found in Table 4.3.

Table 4.3: Criterion 3 Sub Criteria Results for MCD2

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 4 – Individual and Family. The dynamic between the boy and girl in the advertisement is that of a “dating couple”, and should be considered as a “family”, although the ad appears to treat this relationship facetiously. The power distance seen in the family unit of India should still be followed throughout this advertisement. At the woman’s behest, the man

makes the purchasing decision and she is pleased by his choice; however, the decision is not mandated by the man with unquestioning acquiescence by the woman. The boy did not initiate the purchasing decision, which seems to operate against the traditional power distance expectation. The results of the analysis of sub criteria can be found in Table 4.4.

Table 4.4: Criterion 4 Sub Criteria Results for MCD2

Sub criterion	A	B	C	Total
Ad Score	1	0	0	1

Criterion 5 – Societal Conformity. This ad focused on a “family” as discussed in Criterion 4. Regardless, no consensus-based decision occurred – the girl persuaded the boy to make his purchase decision. Her plea, however, may be considered as an “external social factor”, as a major value for Indians is the reinforcement of relationships through the avoidance of unnecessary conflict. The results of the analysis of sub criteria can be found in Table 4.5.

Table 4.5: Criterion 5 Sub Criteria Results for MCD2

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

The aggregate score for the McDonald’s – BF GF (MCD2) advertisement can be found below in Table 4.6.

Table 4.6: Aggregate Score of MCD2

Criterion	1	2	3	4	5	Total
Ad Score	3	1	1	1	1	7

Ad: Slap featuring Shazahn Padamsee (2008) – MCD3

Criterion 1 – Language. The advertisement begins in the local language, but switches to spoken English after the slap occurs. The McDonald’s logo and motto, along with the sandwich

information, is written in English. The results of the analysis of sub criteria can be found in Table 5.1.

Table 5.1: Criterion 1 Sub Criteria Results for MCD3

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The name of the sandwich, Chatpata McAloo Tikki, is derived from traditional Indian food, and is very similar to the McAloo Tikki sandwich referenced in Criterion 2 of “BF GF”. *Chatpata* is a word “used to describe dishes that have a hot-and-sour flavor” (Sarkar, 2014) which is created using combinations of spices. The Chatpata McAloo Tikki is a spicier variant of the McAloo Tikki sandwich. The sandwich, then, relates to traditional Indian cuisine, although the ad does not directly discuss a particular “Indian flavor”. The results of the analysis of sub criteria can be found in Table 5.2.

Table 5.2 - Criterion 2 Sub Criteria Results for MCD3

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 3 – Customs and Traditions. The advertisement makes no specific reference to a unique “Indian identity”. No festivals or holidays are mentioned in the advertisement. Influences of traditions and customs are also not highlighted in the ad. The product is unique to the Indian market, which does qualify the product as “uniquely Indian”. The results of the analysis of sub criteria can be found in Table 5.3.

Table 5.3 - Criterion 3 Sub Criteria Results for MCD3

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 4 – Individual and Family. The advertisement does not make a reference to a “family”, or to family decision-making processes. The results of the analysis of sub criteria can be found in Table 5.4.

Table 5.4 - Criterion 4 Sub Criteria Results for MCD3

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 5 – Societal Conformity. While the advertisement only involves two people, Shazahn Padamsee is a well-known actress, a profession of particular popularity in India. It is then safe to assume that many Indians recognize her. By tying herself to McDonald’s through this ad, she acts as an external social factor that can influence the purchase decision of a group. The ad, however, does not explicitly use a group activity or decision-making process. The results of the analysis of sub criteria can be found in Table 5.5.

Table 5.5 - Criterion 5 Sub Criteria Results for MCD3

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

The aggregate score for the McDonald’s – Slap featuring Shazahn Padamsee (MCD3) advertisement can be found below in Table 5.6.

Table 5.6: Aggregate Score of MCD3

Criterion	1	2	3	4	5	Total
Ad Score	3	1	1	0	1	6

Yum! Restaurants India, Pvt. Ltd.

Ad: KFC – KFC Curry Crunch (2012) – YUMK1

Criterion 1 – Language. The advertisement uses spoken and written English, along with a brief amount of local language. The results of the analysis of sub criteria can be found in Table 6.1.

Table 6.1 - Criterion 1 Sub Criteria Results for YUMK1

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The advertisement remarks on the “Indian tadka” of the KFC Curry Crunch chicken. “Tadka”, sometimes referred to as “chaunk”, translates as follows:

...is a cooking technique and garnish used in the cuisines of India, Bangladesh, and Pakistan in which whole spices (and sometimes also other ingredients such as minced ginger root or sugar) are fried briefly in oil or ghee to liberate essential oils from cells and thus enhance their flavours, before being poured, together with the oil, into a dish. (Wikipedia, 2014).

The advertisement discussing this particular cooking style relates well to Indian food culture, referencing a common and traditional Indian cooking practice. The results of the analysis of sub criteria can be found in Table 6.2.

Table 6.2 - Criterion 2 Sub Criteria Results for YUMK1

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 3 – Customs and Traditions. Indian identity is established through the *tadka* used in the preparation of the food (see Criterion 2). No reference is made to a particular holiday or festival. The product is unique to the Indian market, making it a “uniquely Indian” product. The results of the analysis of sub criteria can be found in Table 6.3.

Table 6.3 - Criterion 3 Sub Criteria Results for YUMK1

Sub criterion	A	B	C	Total
Ad Score	1	0	1	2

Criterion 4 – Individual and Family. One of the men in the advertisement receives a call from his mother, from which the comedic ringtone originates. His coworkers do not find it strange that his mother is calling; they only mock him for the ringtone. This reflects the importance of family to Indian people, and is a usage of “family” within the context of the advertisement. Other than this, no other reference to a family is made. The results of the analysis of sub criteria can be found in Table 6.4.

Table 6.4 - Criterion 4 Sub Criteria Results for YUMK1

Sub criterion	A	B	C	Total
Ad Score	1	0	0	1

Criterion 5 – Societal Conformity. Both groups of actors in the ad are sitting together and sharing the same product. An external factor by way of the man on the bike encourages everyone in the restaurant to eat the Curry Crunch chicken, as he is acting as an opinion leader. His “coolness” serves as a motivator for others to use the product. It appears that everyone in the restaurant adopts the decision to consume the Curry Crunch chicken product by the end of the advertisement, signifying a group decision. The results of the analysis of sub criteria can be found in Table 6.5.

Table 6.5 - Criterion 5 Sub Criteria Results for YUMK1

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

The aggregate score for the KFC Curry Crunch (YUMK1) advertisement can be found in Table 6.6.

Table 6.6: Aggregate Score of YUMK1

Criterion	1	2	3	4	5	Total
Ad Score	3	3	2	1	3	12

Ad: KFC – KFC Fiery Grilled (2011) – YUMK2

Criterion 1 – Language. The advertisement uses both spoken and written English. Most of the dialog takes place in a separate language, with English interspersed. The results of the analysis of sub criteria can be found in Table 7.1.

Table 7.1 - Criterion 1 Sub Criteria Results for YUMK2

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The ad discusses how the chicken is “perfectly grilled” with an actual fire, which references a particular method of cooking seen in the market; however, no specific reference is made to a uniquely Indian flavor or traditional Indian cuisine. The results of the analysis of sub criteria can be found in Table 7.2.

Table 7.2 - Criterion 2 Sub Criteria Results for YUMK2

Sub criterion	A	B	C	Total
Ad Score	0	1	0	1

Criterion 3 – Customs and Traditions. The ad does not introduce elements that suggest a unique “Indian identity” or relate to typical customs and traditions of the Indian market. The product is unique to the Indian market. The results of the analysis of sub criteria can be found in Table 7.3.

Table 7.3 - Criterion 3 Sub Criteria Results for YUMK2

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 4 – Individual and Family. The couple of Man 1 and the woman appear to be in a relationship, which qualify them as a “family” in this context. Other than this, no other reference is made to a family. The results of the analysis of sub criteria can be found in Table 7.4.

Table 7.4 - Criterion 4 Sub Criteria Results for YUMK2

Sub criterion	A	B	C	Total
Ad Score	1	0	0	1

Criterion 5 – Societal Conformity. The food emboldens Man 1 to talk back to Man 2 about his car. This activity seems to go against societal expectations, as Man 2 is shocked into silence by Man 1’s retort. The ad does not utilize group decisions and processes. It appears that Man 1 and the woman may be purchasing KFC for a date for a future group activity; however, that is not illustrated in the advertisement, and therefore does not qualify as a “group activity”. The results of the analysis of sub criteria can be found in Table 7.5.

Table 7.5 - Criterion 5 Sub Criteria Results for YUMK2

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

The aggregate score for the KFC Fiery Grilled (YUMK2) advertisement can be found below in Table 7.6.

Table 7.6: Aggregate Score for YUMK2

Criterion	1	2	3	4	5	Total
Ad Score	3	1	1	1	0	6

Ad: Pizza Hut – Pizzas and Much More (2011) – YUMPI

Criterion 1 – Language. The entire advertisement, including the actors’ and voiceover announcer’s parts, is spoken in English. The Pizza Hut logo and motto is shown, and is written in English. The results of the analysis of sub criteria can be found in Table 8.1.

Table 8.1 - Criterion 1 Sub Criteria Results for YUMPI

Sub criterion	A	B	C	Total
Ad Score	1	1	0	2

Criterion 2 – Food. One selection of the “modern menu” food shown and discussed in the advertisement, chicken skewers, is a product unique to the Indian market. It is a traditional dish in Indian cuisine. The ad does not specifically discuss any particularly unique Indian flavors or preparation methods. The results of the analysis of sub criteria can be found in Table 8.2.

Table 8.2 - Criterion 2 Sub Criteria Results for YUMPI

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 3 – Customs and Traditions. The chicken skewers mentioned in Criterion 2 evoke an “Indian identity” through the product itself. The advertisement takes advantage of the inclusion of a traditional Indian dish to the new menu of Pizza Hut, and incorporates that portion of “Indian identity”. Beyond this, no mention is made of Indian influences or specific customs. The results of the analysis of sub criteria can be found in Table 8.3.

Table 8.3 - Criterion 3 Sub Criteria Results for YUMPI

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 4 – Individual and Family. Families are not present in this advertisement, and no family decision is made; however, paternalistic expectations are present. The man at the table is the one who receives the menu and places the order. The women are shown accepting whatever the man orders. These decisions, however, were not made under a “family” classification (dating couples, married couples, or the family unit), and as such do not reflect the hierarchal nature of family. The results of the analysis of sub criteria can be found in Table 8.4.

Table 8.4 - Criterion 4 Sub Criteria Results for YUMPI

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 5 – Societal Conformity. As mentioned in Criterion 4, the man makes the decision for the women, who then accept those decisions. While this decision process did take place outside of the “family” classification, it does reflect an external social factor that influences how the decision process operated in the ad. The group of men and women were engaging in a group activity. The activity was led, however, by a man, who made the decisions. This is in line with expected social behaviors, and therefore reflects societal conformity. The results of the analysis of sub criteria can be found in Table 8.5.

Table 8.5 - Criterion 5 Sub Criteria Results for YUMPI

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

The aggregate score for the Pizza Hut – Pizzas and Much More (YUMPI) advertisement can be found in Table 8.6.

Table 8.6: Aggregate Score for YUMPI

Criterion	1	2	3	4	5	Total
Ad Score	2	1	1	0	3	7

Ad: Pizza Hut – Weekday Special (2011) – YUMP2

Criterion 1 – Language. The advertisement begins with a quiet discussion in the local language, and then switches to English when the group begins talking with the server. The “Weekday Special” information is written in English. The results of the analysis of sub criteria can be found in Table 9.1.

Table 9.1 - Criterion 1 Sub Criteria Results for YUMP2

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The food shown does not evoke “traditional Indian cuisine”, nor are any Indian preparations shown; in fact, the food shown appears to purposefully deviate from traditional food expectations. Foods like pizza and pasta are depicted in the ad, fare atypical for Indian cuisine. Indian flavors and the like are also absent from the commercial. The results of the analysis of sub criteria can be found in Table 9.2.

Table 9.2 - Criterion 2 Sub Criteria Results for YUMP2

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 3 – Customs and Traditions. The advertisement does not use the concept of an “Indian identity”, and does not relate to any traditions or customs of India. No festivals or holidays are discussed in the ad. No uniquely Indian product is discussed. The results of the analysis of sub criteria can be found in Table 9.3.

Table 9.3 - Criterion 3 Sub Criteria Results for YUMP2

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 4 – Individual and Family. Families are not present in this advertisement. No family decision is made. The results of the analysis of sub criteria can be found in Table 9.4.

Table 9.4 - Criterion 4 Sub Criteria Results for YUMP2

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 5 – Societal Conformity. The group of young people is conducting a group activity by dining together. The group appears to be influenced by the decisions made by their peers. They fear raising the question on the truth behind the “Weekday Special”, and none broach the subject on purpose. Once it is confirmed that the deal is real, they then proceed to eat their food with enjoyment. This suggests an influence exhibited by “peer pressure”, though the influence appears to be internally motivated by the group rather than by an external social factor. The results of the analysis of sub criteria can be found in Table 9.5.

Table 9.5 - Criterion 5 Sub Criteria Results for YUMP2

Sub criterion	A	B	C	Total
Ad Score	1	1	0	2

The aggregate score for the Pizza Hut – Weekday Special (YUMP2) advertisement can be found in Table 9.6.

Table 9.6: Aggregate Score for YUMP2

Criterion	1	2	3	4	5	Total
Ad Score	3	0	0	0	2	5

SUBWAY®

Ad: Rafting (2014) – SUB1

Criterion 1 – Language. The dialog in the advertisement is mainly English, with a few short local language phrases. The information on the sandwiches and prices is written in English. The results of the analysis of sub criteria can be found in Table 10.1.

Table 10.1 - Criterion 1 Sub Criteria Results for SUB1

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 2 – Food. The sandwiches shown in the advertisement include several options that relate to traditional Indian cuisine. These sandwiches include the Chicken Tandoori, Paneer Tikka and Aloo Patty sandwiches. All these options are recipes found in traditional Indian cuisine, although no mention is made of a particular “Indian flavor” or preparation method. The results of the analysis of sub criteria can be found in Table 10.2.

Table 10.2 - Criterion 2 Sub Criteria Results for SUB1

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 3 – Customs and Traditions. The food options noted in Criterion 2 are a unique product set to the Indian market. No “Indian influences” are apparent in the advertisement, and no holidays or festivals are noted. The results of the analysis of sub criteria can be found in Table 10.3.

Table 10.3 - Criterion 3 Sub Criteria Results for SUB1

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 4 – Individual and Family. No “family” is present in the advertisement, and therefore no family decision is made. Both actors in the ad are male, and thus the power distance important to the family dynamic is not present. The results of the analysis of sub criteria can be found below in Table 10.4.

Table 10.4 - Criterion 4 Sub Criteria Results for SUB1

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 5 – Societal Conformity. The advertisement involved both an occurring group activity (eating together at Subway) and the offer of another group activity (rafting), but the man eating decides to turn down the offer and instead go to Subway every day for a new sandwich. His decision is made on an individual basis, rather than derived from a consensus; therefore, his product purchase decision is individual, not group-based. This also suggests that the decision process was internal, and did not have an “external social factor” to influence his decision. The results of the analysis of sub criteria can be found in Table 10.5.

Table 10.5 - Criterion 5 Sub Criteria Results for SUB1

Sub criterion	A	B	C	Total
Ad Score	1	0	0	1

The aggregate score for the Subway – Rafting (SUB1) advertisement can be found in Table 10.6.

Table 10.6: Aggregate Score for SUB1

Criterion	1	2	3	4	5	Total
Ad Score	3	1	1	0	1	6

Ad: Cheese and Pepperoni Toasties (2012) – SUB2

Criterion 1 – Language. The entire advertisement is spoken in English. The Subway logo and motto, along with the names of the sandwiches, are written in English. The results of the analysis of sub criteria can be found in Table 11.1.

Table 11.1 - Criterion 1 Sub Criteria Results for SUB2

Sub criterion	A	B	C	Total
Ad Score	1	1	0	2

Criterion 2 – Food. The ad specifically references “lamb pepperoni”, which reflects the specific desire of the Indian market. This in turn qualifies as an “Indian flavor”, although it is not a traditional Indian dish. The preparation of the sub shown in the ad does not reflect a special Indian method. The results of the analysis of sub criteria can be found in Table 11.2.

Table 11.2 - Criterion 2 Sub Criteria Results for SUB2

Sub criterion	A	B	C	Total
Ad Score	1	0	0	1

Criterion 3 – Customs and Traditions. The lamb pepperoni mentioned in Criterion 2, although not found in tradition cuisine, is specially made for the Indian market. This then make the Pepperoni Toasties a “unique Indian product”. Beyond the pepperoni, no other mention is made of an “Indian identity”. The results of the analysis of sub criteria can be found in Table 11.3.

Table 11.3 - Criterion 3 Sub Criteria Results for SUB2

Sub criterion	A	B	C	Total
Ad Score	0	0	1	1

Criterion 4 – Individual and Family. No actors are present in this advertisement. The voiceover announcer does not mention a “family” or a family decision making process. The results of the analysis of sub criteria can be found in Table 11.4.

Table 11.4 - Criterion 4 Sub Criteria Results for SUB2

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 5 – Societal Conformity. No group activity is depicted. There are no external social factors that encourage the purchase of the product. No group decision is made. The results of the analysis of sub criteria can be found in Table 11.5.

Table 11.5 - Criterion 5 Sub Criteria Results for SUB2

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

The aggregate score for the Subway – Cheese and Pepperoni Toasties (SUB2) advertisement can be found in Table 11.6.

Table 11.6: Aggregate Score for SUB2

Criterion	1	2	3	4	5	Total
Ad Score	2	1	1	0	0	4

Ad: Everyday Value – Chicken Ham @ Rs. 50 (2010) – SUB3

Criterion 1 – Language. The ad features no dialog from the actors; however, the voiceover by the announcer and the song playing in the background are both spoken in English. Subway also displays its logo and motto, along with the Rs. 50 deal, in written English. The results of the analysis of sub criteria can be found in Table 12.1.

Table 12.1: Criterion 1 Sub Criteria Results for SUB3

Sub criterion	A	B	C	Total
Ad Score	1	1	0	2

Criterion 2 – Food. The voiceover announcer does not discuss the food beyond the “chicken ham sub”. No other dialog is present to discuss the type of food or how it relates to traditional Indian cuisine. The results of the analysis of sub criteria can be found in Table 12.2.

Table 12.2: Criterion 2 Sub Criteria Results for SUB3

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 3 – Customs and Traditions. There is no presence of a unique Indian identity. No festivals or holidays are discussed. No Indian influences are shown. The results of the analysis of sub criteria can be found in Table 12.3.

Table 12.3: Criterion 3 Sub Criteria Results for SUB3

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

Criterion 4 – Individual and Family. This advertisement utilizes the extended concept of “family” to including dating couples. The couples are shown together eating the food. The man makes the purchase decision, and uses his rupees to complete the purchase. The women are all shown to be excited at receiving the sub, and illustrate their gratitude with a kiss on the man’s cheek. They appear to unquestioningly accept the choice made by the man. The results of the analysis of sub criteria can be found in Table 12.4.

Table 12.4: Criterion 4 Sub Criteria Results for SUB3

Sub criterion	A	B	C	Total
Ad Score	1	1	1	3

Criterion 5 – Societal Conformity. Since dating couples qualify as “family”, they will not be included as participants in a group activity. No decisions are made by a group, and no external social factors influence the decision. The results of the analysis of sub criteria can be found in Table 12.5.

Table 12.5: Criterion 5 Sub Criteria Results for SUB3

Sub criterion	A	B	C	Total
Ad Score	0	0	0	0

The aggregate score for the Subway - Everyday Value – Chicken Ham @ Rs. 50 (SUB3) advertisement can be found in Table 12.6.

Table 12.6: Aggregate Score for SUB3

Criterion	1	2	3	4	5	Total
Ad Score	2	0	0	3	0	5

A key of the advertisement titles and codes are listed in Table 13.

Table 13: Advertisement Titles and Codes

Advertisement Title	Code
McDonald’s – Arranged Marriage	MCD1
McDonald’s –BF GF	MCD2
McDonald’s – Slap featuring Shazahn Padamsee	MCD3
KFC – KFC Curry Crunch	YUMK1
KFC – KFC Fiery Grilled	YUMK2
Pizza Hut – Pizzas and Much More	YUMP1
Pizza Hut – Weekday Special	YUMP2
Subway – Rafting	SUB1
Subway – Cheese and Pepperoni Toasties	SUB2
Subway – Everyday Value – Chicken Ham at Rs. 50	SUB3

The scores for each criterion for each advertisement, along with the aggregate score of each advertisement, can be found in Table 14.

Table 14: Criterion and Aggregate Scores for Advertisements

Criterion	1	2	3	4	5	Aggregate
Ad						
MCD1	3	0	1	3	0	7
MCD2	3	1	1	1	1	7
MCD3	3	2	1	0	1	6
YUMK1	3	3	2	1	3	12
YUMK2	3	1	1	1	0	6
YUMP1	2	1	1	0	3	7
YUMP2	3	0	0	0	2	5
SUB1	3	1	1	0	1	6
SUB2	2	1	1	0	0	4
SUB3	2	0	0	3	0	5
Totals	27	9	9	9	11	65

The median, mode, range, and mean were calculated for the aggregate scores in Table 14. These results can be found in Table 15.

Table 15: Median, Mode, Range and Mean of Advertisements

Measurement	Value
Median	6
Mode	7
Range	8
Mean	6.5

Tables with sub criteria scores for each advertisement can be found in Appendix A.

Discussion

The analyses of the advertisements suggest that the advertisements used in the Indian market as a whole by McDonald’s, Yum! Restaurants India Pvt. Ltd, and Subway are performing at an average level at relating to Indian culture and cultural values.

The highest scoring advertisement, YUMK1, scored 12 out of 15 possible points. The ad scored well in the Criterion 5 – Societal Conformity (as seen in Appendix A, Table 5), through the use of a strong external social factor and illustration of decision by consensus. The ad scored the highest of any advertisement in Criterion 3 – Customs and Traditions (as seen in Appendix A, Table 3). The ad excelled at relating the concept of an “Indian identity” through its product and the advertisement’s discussion of the product. The product advertised, the KFC “Curry Crunch”, is a product unique to the Indian market and the advertisement capitalized on the “Indian-ness” of the product.

The lowest scoring advertisement, SUB2 (as seen in Table 14), featured no actors; the focus was simply on the product. This advertisement appeared to not seek to engage the target market through actions undertaken by people. It may have served as a reminder to its audience that the deal offered by Subway was occurring. Regardless, it failed to capitalize on Indian culture and cultural values to advertise the product.

All of the advertisements received at least a score of 2 in Criterion 1 – Language, with many receiving the full score of 3 (as seen in Appendix A, Table 1). The total points scored by all advertisements in this criterion were 27, the highest total score of any one criterion (as seen in Table 14). Utilizing a local language along with English may be a cost-effective method of relating an advertisement to its target market, and so many advertisements used language as their preferred method of connecting with their target markets. The sub criteria used in that criterion focused on the presence of English and local languages, but may not have captured the subtleties that languages possess.

All advertisements failed to score in Sub Criterion B of Criterion 3 – Customs and Traditions (as seen in Appendix A, Table 3). Sub Criterion B reads: *Are any festivals or holidays*

referenced or shown during the advertisement? A major part of Indian culture arises from the celebration of various festivals and holidays, yet no advertisements utilized those cultural celebrations in their ads; however, this sub criterion may also be too specific to allow for a large majority of ads to relate to the sub criterion.

Most of the advertisements analyzed featured younger-looking, attractive Indian actors and actresses. This suggests that the companies as a whole are targeting the younger demographic that is driving sales at quick-service restaurants. The companies, through their advertisements, appear to be aware of the strength of that demographic, and have keyed their advertisements to appeal to them. This is reflected in the scores of Criterion 5 – Societal Conformity (as seen in Appendix A, Table 5). Many of the ads used group activities with people of a similar age as a framework for the advertisement. Combined with the results Criterion 4 – Individual and Family (as seen in Appendix A, Table 4), which included many couples that appeared to be romantically linked, or “dating”, it suggests that companies, through their advertisements, are shifting away from the traditional sense of “family” as a family unit, opting for a greater appeal for peer groups, the “dating scene”, and social activities, which all appeal to the younger demographic.

A globalized standardization approach appears to be taking effect throughout the advertisements studied. The results of the analyses, with a median of 6, a mode of 7, and a mean of 6.5 out of 15 possible points (as seen in Table 15), illustrate an average attempt at relating to Indian culture and cultural values, and suggest that the companies may have started to eschew traditional Indian culture and cultural values, instead working to incorporate more global principles into their advertisements. The most apparent of these changes is the focus on individualism and individual decision-making processes. Although social conformity and the

concept of “family” still pervaded the advertisements, many looked to either shrink the power distance between men and women, in a potential redefinition of “family”, or remove the need for consensus during the decision-making process. Those who went against social expectations were sometimes “rewarded”, shown as being stronger or better than their peers during the advertisement. While these changes may be occurring in India as a matter of internal cultural shifting, it is also possible that Western influences are serving as a driving factor in this cultural shift. Involving more cultural elements and values that appear to be more Western-based in nature also suggests an effort by the companies to standardize advertising efforts across markets using Western-based culture and cultural values as a basis for standardization.

This effort contrasts with the need to tailor individual campaigns to local markets. As Taylor (2002) notes, “There is a trend toward global branding strategies being adopted in spite of a simultaneous trend toward local differences actually becoming more important as something to consider in individual campaigns” (p. 50). These companies hold strong brands and products, and many of them are working to standardize their advertising and marketing efforts across international markets, which fails to capitalize on the need to localize their efforts more effectively.

Recommendations

With an increase in globalization efforts by companies to standardize products, brands, and concepts across various markets, it is nevertheless important for companies to create stronger ties with local markets. With India, a protection of the “Indian identity” is paramount. The “global identity” currently showcased in advertisements like these does reflect a growing desire among young Indians to “fit in” and conform to others’ culture and cultural values; however, the

identity of India, seen through its culture and cultural values, should be celebrated rather than minimized. Reaffirming the culture and cultural values that are traditionally and uniquely “Indian” within the framework of a global brand or identity can provide these companies with a greater appeal to Indians and reinforce the importance of maintaining an “Indian identity” even as globalization efforts work to reshape how companies operate in international markets.

Products with “Indian flavors” or that are strongly tied to traditional Indian cuisine should be promoted more heavily as a champion of the “Indian identity”. The companies should tie their global brands more strongly to that “Indian identity”. Illustrating typical Indian customs and traditions within the advertisements like ones that relate to Indian history, religions, festivals, and other such celebrations of culture may offer another avenue for advertisers to reach out to target markets in India.

Companies should continue their focus on targeting younger consumers through their advertisements. The younger demographic, particularly those who are categorized in the rapidly growing middle class, possess an enormous purchasing power potential and the desire and adaptability to fit their understanding of an “Indian identity” within a global context. Advertisers should take care to balance this target market’s adaptability toward new ideas and concepts with the typical traditional understanding of what it means to be “Indian”.

Limitations of Research

Usage data. More specific data on the usage and success of each advertisement was unavailable for this analysis. Having more data on how popular the ad was in terms of turnover, reach, and reception would offer a strong method of validation for the findings of this analysis.

Access to target market. This analysis was conducted outside of the target market to

which the advertisements were directed. The author was not able to gain adequate access to the target market to determine how the advertisements affected the consumers firsthand; therefore, no primary data (e.g. surveys of Indian consumers) is available for this analysis. Having additional data related to the attitudes and beliefs of the target market could provide further context for how culture and cultural values play roles in advertising, and provide further validation of the findings of this analysis.

Access to the target market also caused difficulties in obtaining advertisements. While the number of advertisements used in this analysis as a whole is adequate to reflect the use of culture and cultural values in advertisements in India, a greater number of ads could provide more insights into how companies utilize these concepts. This analysis also focused only on television commercials that aired in the Indian market. Expanding the scope to include other forms of advertisement (e.g. print, radio, or promotions) could also provide other insights not gained through television commercials alone.

Suggestions for Further Research

India is a large country, with many different regions incorporated into the national framework. These regions hold various cultures, with their own specific traditions and cultural values. Research into these particular regions' culture and cultural values, specifically Delhi and Mumbai, the two largest metropolitan areas in India, is lacking. Adapting to local conditions is an important factor for many companies advertising internationally; however, beyond altering language, it can prove difficult for companies to accurately adapt campaigns without greater research into the culture and cultural values that are specific to regional markets within a larger target market. Greater amounts of research into the importance of regional variations in

advertising efforts, and how that can impact the profitability of the products shown through the advertisements as well as the effectiveness of the advertisements themselves, would allow companies to adapt advertisements to regional markets with greater effectiveness, and possibly generate greater turnover and sales volume from advertising efforts. More primary research data, including surveys of the populace of these various regions, can also provide more support in making determinations on the importance of regional variations in the advertisements.

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Appendix A – Tables of Results of Sub Criteria

Criterion 1: Culture – Language

- A) Does the advertisement use spoken English at any point?
- B) Does the advertisement use written English at any point?
- C) Does the advertisement employ a mix of local language and English?

Table 1: Criterion 1 Sub Criteria Results

Sub criterion	A	B	C	Total
Ad				
MCD1	1	1	1	3
MCD2	1	1	1	3
MCD3	1	1	1	3
YUMK1	1	1	1	3
YUMK2	1	1	1	3
YUMP1	1	1	0	2
YUMP2	1	1	1	3
SUB1	1	1	1	3
SUB2	1	1	0	2
SUB3	1	1	0	2

Criterion 2: Culture – Food

- A) Is any mention made of “local Indian flavors” (or a similar phrase)?
- B) Is the food prepared in a specific style (home-cooked or a typical method seen in India)?
- C) Are references made to “traditional” Indian cuisine?

Table 2: Criterion 2 Sub Criteria Results

Sub criterion	A	B	C	Total
Ad				
MCD1	0	0	0	0
MCD2	0	0	0	1
MCD3	0	0	1	1
YUMK1	1	1	1	3
YUMK2	0	1	0	1
YUMP1	0	0	1	1
YUMP2	0	0	0	0
SUB1	0	0	1	1
SUB2	1	0	0	1
SUB3	0	0	0	0

Criterion 3: Culture – Customs and Traditions

- A) Are “Indian influences” shown at any point during the advertisement?
- B) Are any festivals or holidays referenced or shown during the advertisement?
- C) Does the advertisement discuss a “uniquely Indian” product?

Table 3: Criterion 3 Sub Criteria Results

Sub criterion	A	B	C	Total
Ad				
MCD1	1	0	0	1
MCD2	0	0	1	1
MCD3	0	0	1	1
YUMK1	1	0	1	2
YUMK2	0	0	1	1
YUMP1	0	0	1	1
YUMP2	0	0	0	0
SUB1	0	0	1	1
SUB2	0	0	1	1
SUB3	0	0	0	0

Criterion 4: Values – Individual and Family

- A) *Does the advertisement concern any part of a “family” (including: dating couples, married couples, family unit with children, references to parents/other family members)?*
- B) *Is the male responsible for making a “family” decision?*
- C) *Is/are the female(s) shown unquestioningly accepting the “family” decision made by the male?*

Table 4: Criterion 4 Sub Criteria Results

Sub criterion	A	B	C	Total
Ad				
MCD1	1	1	1	3
MCD2	1	0	0	1
MCD3	0	0	0	0
YUMK1	1	0	0	1
YUMK2	1	0	0	1
YUMP1	0	0	0	0
YUMP2	0	0	0	0
SUB1	0	0	0	0
SUB2	0	0	0	0
SUB3	1	1	1	3

Criterion 5: Values – Societal Conformity

- A) *Does the scene in the advertisement involve a group activity with peers of similar demographics (age, ethnicity, or perceived status)?*
- B) *Do the actors/actresses decide as a group what food to purchase and consume?*
- C) *Is the group influenced by an “external social factor” at any point during the advertisement?*

Table 5: Criterion 5 Sub Criteria Results

Sub criterion	A	B	C	Total
Ad				
MCD1	0	0	0	0
MCD2	0	0	1	1
MCD3	0	0	1	1
YUMK1	1	1	1	3
YUMK2	0	0	0	0
YUMP1	1	1	1	3
YUMP2	1	1	0	2
SUB1	1	0	0	1
SUB2	0	0	0	0
SUB3	0	0	0	0

Exhibit 1 – McDonald’s India Full Menu



McDonald’s Nutrition PDF

Nutrition information: Breakfast Menu Last updated:09/04/2013

Nutrition Facts	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Trans Fat (g)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)
Egg & Cheese Muffin	115	301	14	14	0.2	29	2	2	636
Sausage McMuffin	115	283	16	11	0.2	29	2	2	1012
Sausage & Egg McMuffin	160	366	22	17	0.2	30	3	2	1081
Veg McMuffin	122	311	10	13	0.2	39	2	4	1010
Veg Supreme Muffin	166	360	10	17	0.2	42	3	4	1200
Hot Cakes with Maple Syrup	139	355	6	9	0.4	63	30	2	590
Hash Brown	64	166	2	10	0.1	16	0	2	370
Veg Pizza McPuff	87	226	4	13	0.7	24	2	2	580

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INTERNAL notes

All data rounded as per McDonald's Worldwide Nutrition Procedure Manual for Nutrition Analysis, v7.1, Oct. 2012

Last updated 9th April 2013

Nutrition information: Regular Menu Last updated: 09/04/2013

Nutrition Facts	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Trans Fat (g)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)
Sandwiches and Wraps									
Chicken Maharaja Mac	259	525	26	26	0.2	47	7	5	1010
McChicken	163	407	15	19	0.1	45	5	3	790
Filet-O-Fish	143	401	16	20	0.1	40	5	3	700

Chicken McGrill	140	279	12	11	0.1	33	5	3	570
McVeggie	168	424	9	18	0.1	56	7	5	940
McAloo Tikki	155	352	8	14	0.1	49	8	4	840
McEgg Burger	118	275	11	12	0.1	31	5	2	690
McSpicy Paneer Burger	198	702	21	46	0.5	52	8	3	1200
BigSpicy Paneer Wrap	285	818	24	52	0.6	63	8	5	1850
McSpicy Chicken Burger	185	475	22	22	0.2	48	5	3	1350
BigSpicy Chicken Wrap	282	677	25	37	0.3	60	6	5	2173
Salad Wrap	198	458	10	26	0.2	47	6	3	1240
Snacks									
Regular Fries	110	343	5	17	0.1	41	0	5	260
Medium Fries	156	487	7	25	0.2	58	0	7	370
Large Fries	220	685	10	35	0.2	82	1	9	520
Veg Pizza McPuff	87	226	4	13	0.7	24	2	2	580

Nutrition Facts	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Trans Fat (g)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)
Nuggets									
4 piece Chicken Nuggets	64	177	11	10	0.1	11	0	1	320
6 piece Chicken Nuggets	96	266	17	14	0.1	17	0	1	480
9 piece Chicken Nuggets	144	399	25	22	0.1	26	0	2	720
Condiments									
Ketchup	10	13	0	0	0	3	2	0	100
Barbecue Sauce	25	48	0	0	0	12	7	0	210
Mustard Sauce	25	77	0	5	0	7	4	0	210
Cheese Slice	14	50	3	4	0	1	0	0	220
Chilli Sauce	10	9	0	0	0	2	2	0	70

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Nutrition information: Shakes Last updated: 09/04/2013

Nutrition information Per Serve *

Menu Items	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Trans Fat (g)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)
Regular Strawberry Milkshake	193	237	5	6	0.2	41	33	0	120
Medium Strawberry Milkshake	281	344	8	9	0.3	59	48	0	180
Large Strawberry Milkshake	352	430	10	11	0.4	74	60	0	220
Regular Chocolate Milkshake	194	254	6	6	0.2	44	35	0	160
Medium Chocolate Milkshake	283	370	8	9	0.3	64	51	1	230
Large Chocolate Milkshake	353	462	11	11	0.4	80	64	1	290

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INTERNAL notes

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Last updated 9th April 2013

Nutrition information: Cold Beverage Last updated: 09/04/2013

Nutrition information Per Serve *

Nutrition Facts	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Saturated fat (g)	Trans Fat (g)	Cholesterol (mg)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)
Regular Coca-Cola	249	110	0	0	0	0	0	27	27	0	0
Medium Coca-Cola	344	151	0	0	0	0	0	38	38	0	0
Large Coca-Cola	494	217	0	0	0	0	0	54	54	0	0
Regular Fanta Orange	249	129	0	0	0	0	0	32	32	0	0
Medium Fanta Orange	344	179	0	0	0	0	0	45	45	0	0
Large Fanta Orange	494	257	0	0	0	0	0	64	64	0	0
Regular Thums-up	249	100	0	0	0	0	0	25	25	0	0
Medium Thums-up	344	138	0	0	0	0	0	34	34	0	0
Large Thums - up	494	198	0	0	0	0	0	49	49	0	0
Regular Sprite	249	120	0	0	0	0	0	30	30	0	0
Medium Sprite	344	165	0	0	0	0	0	41	41	0	0
Large Sprite	494	237	0	0	0	0	0	59	59	0	0
Diet Coke	300	1	0	0	0	0	0	0	0	0	0
Kinley Water	500	0	0	0	0	0	0	0	0	0	0
Minute Maid Nimbu Fresh	200	96	0	0	0	0	0	24	23	0	0
Minute Maid Pulpy Orange	200	84	0	0	0	0	0	21	18	0	0

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The values mentioned represent the sodium derived from ingredients plus water. The actual amount of sodium may be higher or lower depending upon the sodium content of the water where the beverage is dispensed.

INTERNAL notes

All data rounded as per McDonald's Worldwide Nutrition Procedure Manual for Nutrition Analysis, v7.1, Oct. 2012 Last updated 9th April 2013

Nutrition information: Desserts Last updated:09/04/2013

Nutrition information Per Serve *

Nutrition Facts	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Trans Fat (g)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)
McFloat Coke	248	155	2	1.73	0	33	31	0	30
McFloat Fanta	248	171	2	1.73	0	37	35	0	30

Regular Soft Serve - Hot Fudge	79	158	3	4.65	0.1	26	20	0	70
Medium soft Serve - Hot Fudge	134	282	5	8.44	0.1	46	35	0	130
Regular Soft Serve - Strawberry	79	125	2	2.17	0.1	24	20	0	40
Medium Soft Serve - Strawberry	134	217	4	3.49	0.1	43	36	0	70
Waffle Soft Serve	92	191	5	4.98	0.1	32	21	0	100
Waffle Sundae - Hot Fudge	111	265	6	7.47	0.1	44	30	0	130
Waffel Sundae - Strawberry	111	232	5	5	0.1	42	31	1	100
Soft Serve Cone	77	118	3	2.81	0.1	20	13	0	60
McFlurry - Oreo	140	264	5	8.36	0.1	42	29	0	200
Walnut Brownie with Hot Fudge -Regular	95	218	4	6.81	0.1	35	26	0	100
Walnut Brownie with Hot Fudge - Medium	151	344	6	10.79	0.2	55	40	0	160

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INTERNAL notes

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Last updated 9th April 2013

Nutrition information: Doubles

Nutrition information Per Serve *

Nutrition Facts	Serve size (g)	Energy (kCal)	Protein (g)	Total fat(g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Carbohydrate (g)	Sugars (g)	Dietary Fiber (g)	Sodium (mg)	Salt (g)	Vitamin A (ug)	Vitamin C (mg)	Calcium (mg)	Iron (mg)
Double Sausage McMuffin	158	336	24	13.9	6.7	0.2	83.3	29.4	2.1	2.6	1347	3.4	124.4	0	138	2.6
Double Egg and Cheese McMuffin	157	371	20.5	19.2	9.1	0.2	466.9	29.1	2.9	2	687.6	1.8	317.3	0	131.7	0.9
Double Filet-O-Fish	192	505	23	21.6	8.9	0.2	34.9	47.8	4.8	3.2	869.8	2.2	28.7	0	146.6	1.5
Double McEgg Burger	163	361	18.1	17.5	5.8	0.2	449.4	32.7	5.2	1.9	762.1	1.9	476.2	0	130	3.4
Double Chicken McGrill	183	365	19.5	16.2	5.1	0.2	51.6	35.2	5	3.8	701.4	1.8	75.2	0	83.9	1.8
Double Spicy Chicken	270	700	37.1	33.3	12.4	0.2	90.0	61.0	3.1	4.0	2240.0	3.7	109	0	114.0	3.2
Double McChicken	254	621	24.3	30.1	10.2	0.2	65.1	63.2	5.1	3	1325.5	3.4	0	0	99.7	3.2
Double Masala Grill NV	164	398	19.4	18.9	5.3	0.2	41.3	37.6	5.1	4	930.9	2.4	485.4	0.8	141.4	5.7
Double Aloo Tikki Burger	200	483	9.8	20	7.7	0.2	1.3	65.9	9.6	5.6	1102.5	2.8	0	0	125.9	2.7
Double McVeggie Burger	235	587	11.9	25.9	9.5	0.2	1.5	76.7	10.1	6.9	1171.7	3	0	0	143.5	3.3
Double Masala Veg	159	401	10.8	17.6	6	0.2	1	49.8	6.9	5	1108.8	2.8	104.6	0.8	121.6	2.7
Double Veg McMuffin	171	391	11.7	16.9	9.7	0.2	23.7	48.3	2.1	5	1440	3.7	79.2	0	176.4	2.1

(McDonald's India, 2013).

Exhibit 2 – Yum! Restaurants Pvt. Ltd – KFC Full Menu

KFC India

Food Item

Snacks

Hot Wings 5 pc
Popcorn Large
Popcorn Regular
Boneless Strips 3 pc
Veg Strips 6 pc
Large Fries
Medium Fries
Regular Fries

Burgers

Chicken Zinger
Paneer Zinger
Veg Rockin' Burger
Chicken Rockin' Burger

Toasted Wraps

Chicken Twister
Veg Twister

Box Meals

Veg Rock Box
Chicken Rock Box

Chicken

2 pc Hot & Crispy
4 pc Hot & Crispy
2 pc Fiery Grilled
4 pc Fiery Grilled

Share a Bucket

8 pc Hot & Crispy
8 pc Fiery Grilled
Dips Bucket

Group Meal

Group Meal

Rice Bowlz

Chicken Rice Bowlz

Veg. Rice Bowlz

Desserts

Brownie Sundae

2 Soft Serves

Kreamball Strawberry

Kreamball Mango

Kreamball Chocolate

Krushers

Virgin Mojito

Green MangoJelly

Choco Lash

Chocopeanut Bolt

Mango Burst

Strawberry Smoothie

Iced Kappucino

WOW

Chicken Snacker

Potato Krisper

Chicken Shotz

Kold Koffee

Krushers Lime Soda

2 Soft Serves

(KFC, 2012).

Exhibit 3 – Yum! Restaurants Pvt. Ltd – Pizza Hut Full Menu

MAGIC PAN

MAGIC PAN

(Serves 2-3 people)

Average Slice Weight (g)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (gm)	Total Fat (g)	Fat			
							MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)

VEGETARIAN

Nutritional value per slice portion

• Veg Solo

Onion	61	141.78	22.34	4.51	0.72	0.35	3.83	0.72	0.99	2.12	<0.1
Tomato	61	138.45	22.07	4.24	0.74	0.36	3.69	0.92	1.04	1.74	<0.1
Green capsicum	61	144.66	22.78	4.39	0.80	0.28	4.00	0.72	1.06	2.22	<0.1
Corn	61	138.76	22.59	4.22	0.84	0.26	3.49	0.92	0.80	1.79	<0.1

• Veg Duo

Tomato & corn	67	155.9	25.6	4.6	0.9	0.3	3.9	1.0	1.1	1.8	<0.1
Green capsicum & corn	65	160.3	24.6	5.2	0.9	0.3	4.5	0.9	1.1	2.5	<0.1
onion, tomato & green chillies	67	163.8	26.2	5.4	0.8	0.4	4.2	0.8	1.1	2.2	<0.1
Paneer & green capsicum	64	198.4	25.0	6.8	1.0	0.4	7.9	2.6	2.6	2.6	<0.1

NON-VEGETARIAN

• Non Veg Solo

Chunks of chicken	63	190.01	24.26	6.62	0.95	0.32	7.39	2.58	2.91	1.90	<0.1
Cheese n onion sausage	64	200.91	25.75	7.20	1.13	0.40	7.69	2.00	2.64	3.06	<0.1
Chicken Hot n spicy	64	192.51	24.40	6.85	0.96	0.38	7.50	2.63	2.95	1.92	<0.1
Chicken chilly	66	203.0	26.2	7.2	1.1	0.4	7.7	2.7	3.0	2.0	<0.1

• Non veg Duo

Chunks of chicken & green capsicum	63	194.7	25.0	6.9	1.0	0.4	7.5	2.6	3.0	1.9	<0.1
Sausages & green chillies	63	199.9	25.4	7.3	1.1	0.4	7.7	2.0	2.6	3.0	<0.1
Chicken Hn S & corn	68	209.4	26.9	7.4	1.2	0.4	8.0	2.7	3.2	2.1	<0.1
Chunks of chicken & tomato	65	197.15	25.17	6.93	1.03	0.33	7.64	2.66	3.00	2.09	<0.1

BEVERAGES

BEVERAGES

Serving Volume (ml)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (g)	Total Fat (g)	Fat			
							MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)

Nutritional value per portion

• Berry vanilla shake	272	252.96	40.26	5.44	31.01	0.06	7.89	1.93	0.33	5.63	<0.1
• Berrilicious smoothie	238	145.18	25.23	2.62	10.95	0.03	3.57	1.12	<0.1	2.62	<0.1

Nutritional value per portion											
Very Berry Daiquiri	300	204.00	51.00	<0.6	41.22	0.00	0.14	<0.1	<0.1	<0.1	<0.1
Orange Strawberry Spritzer	300	111.00	28.50	<0.6	13.53	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Mango Delight	300	153.00	27.00	<0.6	27.42	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Passion Fruit	300	162.00	33.00	<0.6	24.69	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Ginger Lime Cooler	295	182.00	40.58	<0.6	43.80	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Mango Mint Margarita	290	96.00	24.00	<0.6	11.82	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Grape Sangria Cooler	290	150.00	37.50	<0.6	2.43	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Mango Banana Smoothie	275	90.75	19.53	3.08	17.63	0.07	<0.2	<0.1	<0.1	<0.1	<0.1
Mocha Cold Coffee	275	266.75	34.65	4.02	31.93	0.05	12.46	2.42	0.28	9.76	<0.1
Strawberry Romance	275	173.25	38.50	4.59	24.89	0.07	<0.2	<0.1	<0.1	<0.1	<0.1
Caribbean Choco Shake	275	275.00	48.13	3.88	28.24	0.06	7.37	1.62	0.17	5.58	<0.1
Fresh Lime Sweet Soda	295	177.00	48.00	2.10	39.00	0.90	<0.1	<0.1	<0.1	<0.1	<0.1
Fresh Lime Salt Soda	295	153	21	1.8	11.1	1.88	<0.1	<0.1	<0.1	<0.1	<0.1
Fresh Lime Mix	295	165	35	1.95	41.5	0.5	<0.1	<0.1	<0.1	<0.1	<0.1
Lemonade	300	123.84	30.96	0	30.96	0.69	0	0	0	0	<0.1
Masala Lemonade	300	123.84	30.96	0	30.96	0.69	0	0	0	0	<0.1
Peach	265	72.00	9.00	8.10	26.13	0.30	0.00	0.00	0.00	0.00	<0.1
Lemon	260	49.63	12.40	0	10.50	0.40	0	0	0	0	<0.1
Orange	290	117.00	24.30	0.00	2.43	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Mango	290	168.00	28.80	0.01	33.27	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Pepsi	260	87.63	23.18	0	23.18	0.0042	0	0	0	0	<0.1
7-up	260	94.73	24.59	0	24.47	0.04	0	0	0	0	<0.1
Mirinda	260	112.22	29.42	0	29.38	0.0021	0	0	0	0	<0.1
Diet Pepsi	260	0.55	0.02	0.09	0.02	0.02	0	0	0	0	<0.1
Mojito Blast	290	159.00	25.62	0.00	2.43	0.00	<0.2	<0.1	<0.1	<0.1	<0.1
Green Apple Mojito	290	50.72	24.10	0	32.03	0	0	0	0	0	<0.1
Hot Lemon Tea	140	6.00	1.25	0.19	0	0.09	0.03	Below detection limit			
Hot Green Tea	140	4.82	0.89	0.19	0	0.06	0.02	Below detection limit			
Hot Earl Grey	140	6.73	1.17	0.18	0	0.08	0.03	Below detection limit			
Hot Assam Tea	140	6.23	1.31	0.2	0	0.08	0.03	Below detection limit			

APPETISERS

APPETISERS

VEGETARIAN

	Serving Portion (gm)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (g)	Total Fat (g)	MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)
Nutritional value per portion											
Pizza Hut Nachos (Crispy triangles)	163	566.69	50.77	6.32	4.61	1.01	37.59	14.23	8.25	15.11	<0.1
Garlic Bread Classic	110	426.39	46.13	6.10	1.29	0.87	24.16	7.40	1.50	15.26	<0.1
Garlic Bread Cheese	145	549.99	46.53	15.90	1.29	1.06	33.36	12.94	1.78	18.84	<0.1
Garlic Bread Spicy Supreme	165	560.57	48.73	16.25	1.29	1.06	33.41	9.18	1.61	18.63	<0.1
Garlic Bread Exotica	210	614.31	52.41	16.64	3.34	3.14	37.61	16.73	1.32	19.56	<0.1
Garlic Bread Plattier	205	670.17	48.73	16.25	1.29	1.06	33.41	13.83	1.74	17.84	<0.1
Potato wedges	130	209.16	27.96	3.37	0.12	4.10	9.32	3.52	2.08	3.72	<0.1
Cheese Tortillas	135	404.59	35.79	19.48	<0.1	1.2	19.72	6.27	3.81	9.64	<0.1
Hot 'n' Spicy Paneer Quesadillas	170	487.9	31.7	21.2	3.9	1.0	30.8	8.8	5.0	16.9	<0.1
Hot Potato Shells	250	717.5	46.6	31.13	5.68	1.47	45.28	12.98	7.43	24.88	<0.1

NON-VEGETARIAN

Hot n Spicy Chicken Quesadilla	233	524.25	50.33	29.36	<0.1	1.23	22.60	7.13	4.92	10.72	<0.1
Chicken Wings (Red 'n' hot)	171	280.44	7.40	30.92	0.15	0.79	14.16	6.38	3.66	4.12	<0.1
Fish 'n' Wedges	240	482.74	43.63	25.54	0.22	1.07	22.90	10.20	2.59	10.10	<0.1
Chicken Skewers (Jamaican Jerk Spiced Chicken)	115	194.4	3.1	20.8	0.1	0.8	11.0	3.7	2.5	4.8	<0.1
Chicken Skewers (Thai Chicken)	115	172.5	3.47	24.48	0.1	1.16	6.76	2.84	1.73	2.20	<0.1
Chicken Skewers (Assorted Chicken Skewer)	216	365.04	5.83	39.16	0.19	1.47	20.61	6.91	4.67	9.03	<0.1

SOUPS

SOUPS

VEGETARIAN

	Serving Volume (gm)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (g)	Total Fat (g)	Fat			
								MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)
Nutritional value per serving											
☐ Tomato Minestrone	240	115.56	17.23	4.15	<0.1	1.10	3.34	1.13	0.98	1.22	<0.1
☐ Tomato 'n' Basil	240	84	12	9.12	<0.1	0.55	0	0	0	0	<0.1
☐ Cream of Mushroom	240	79.2	7.68	6.72	<0.1	0.74	2.4	0.24	0.24	1.92	<0.1

NON-VEGETARIAN

☐ Cream of Chicken	240	96.88	7.88	10.60	<0.1	0.85	2.56	0.24	0.24	1.92	<0.1
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SALADS

SALADS

VEGETARIAN

	Serving Portion (gm)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (g)	Total Fat (g)	Fat			
								MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)
Nutritional value per portion											

☐ Fresh Garden	350	350.00	8.19	13.90	<0.1	0.98	29.08	13.16	7.48	8.30	<0.1
☐ Pasta Mint	371	400.68	83.44	12.06	22.59	0.87	2.32	0.93	0.82	0.45	<0.1

NON-VEGETARIAN

☐ Classic Caesar	280	445.2	20.02	35.59	<0.1	1.37	24.64	6.41	11.73	6.50	<0.1
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PASTAS

PASTAS

☐ VEGETARIAN ☐ NON-VEGETARIAN

SAUTEED PASTA

	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (g)	Total Fat (g)	Fat			
							MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)
☐ Creamy Mushroom Fusilli										
Personal	933.98	108.67	15.07	6.83	1.78	47.84	12.51	2.93	32.28	<0.1
Regular	638.96	74.11	10.29	4.56	1.22	32.63	8.80	2.06	22.00	<0.1
☐ Creamy Spinach 'n' Mushroom Fusilli										
Personal	949.51	112.37	15.98	9.01	1.85	48.38	12.69	3.36	32.73	<0.1
Regular	677.66	78.85	10.83	4.96	1.29	34.71	9.15	2.13	23.41	<0.1
☐ Arrabbiata Penne										
Personal	709.25	100.33	16.99	8.66	1.77	26.58	7.74	6.64	12.36	<0.1
Regular	480.87	68.12	11.53	5.88	1.20	18.04	5.25	4.51	8.39	<0.1
☐ Arrabbiata Penne										
Personal	923.72	115.92	42.32	12.69	1.49	35.25	10.00	5.67	19.58	<0.1
Regular	639.05	79.79	27.48	8.54	0.97	23.80	6.40	3.68	13.71	<0.1

Regular	599.92	75.29	27.48	8.24	0.97	22.89	6.49	3.68	12.71	<0.1
▣ Tangy Twist Fusilli										
Personal	671.6	97.99	14.33	<0.1	1.58	36.04	10.31	20.17	7.58	<0.1
Regular	451.0	45.65	9.53	<0.1	1.05	25.55	6.92	13.55	5.08	<0.1
▣ Tangy Twist Fusilli										
Personal	833.2	78.29	31.22	<0.1	1.82	43.80	12.58	20.97	10.25	<0.1
Regular	540.0	50.74	20.23	<0.1	1.19	28.39	8.15	13.69	5.64	<0.1
▣ Cream 'o' Luscious Fusilli										
Personal	618.8	60.32	20.45	<0.1	2.06	32.86	9.89	5.54	15.38	<0.1
Regular	414.8	40.41	13.79	<0.1	1.38	22.02	6.63	3.71	10.30	<0.1
▣ Cream 'o' Luscious Fusilli										
Personal	728.3	68.43	30.13	<0.1	2.34	37.28	10.72	4.09	22.47	<0.1
Regular	473.0	44.45	19.57	<0.1	1.52	24.21	6.97	2.65	14.59	<0.1
▣ Spicy Tomato Fusilli										
Personal	433.74	53.09	18.92	0.65	1.30	16.30	5.13	1.68	9.68	<0.1
▣ Spicy Tomato with Grilled Chicken										
Personal	509.50	126.30	47.20	14.29	1.62	17.75	5.43	2.63	9.98	<0.1
▣ Go Italia Spaghetti										
Personal	845.63	97.78	30.48	3.29	3.08	37.15	16.71	5.38	15.31	<0.1
Regular	499.58	54.31	16.92	1.78	1.71	20.63	9.28	2.99	8.50	<0.1
▣ Go Italia Spaghetti with Chicken Ham										
Personal	1171.65	117.81	70.70	3.59	3.73	46.69	25.07	7.46	15.36	<0.1
Regular	634.33	63.77	38.27	1.94	2.02	25.27	13.57	4.03	8.32	<0.1
LASAGNA										
▣ Cheesy Veg Blast										
Personal	346.5	34.1	14.3	5.1	1.3	16.9	5.7	2.0	9.3	<0.1
▣ Chicken Bonanza										
Personal	388.89	26.85	21.85	5.49	1.29	21.11	8.04	4.02	9.23	<0.1
BAKED PASTAS										
▣ Pizza Hut Say Cheese Fusilli										
Personal	454.26	50.68	14.83	0	1.62	22.58	6.28	3.02	13.39	<0.1
▣ Pizza Hut Say Cheese Fusilli with Grilled Chicken										
Personal	479.58	25.48	41.10	0	1.00	23.78	6.48	3.18	14.25	<0.1

THIN CRUST PIZZAS








THIN CRUST PIZZAS

VEGETARIAN

	Slice Weight (gm)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (g)	Total Fat (g)	MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)
Nutritional value per slice. 1 Thin Crust Pizza = 4 Slices											
▣ Tuscani Margherita	68	135.95	16.90	8.22	0.42	0.28	3.94	1.08	0.21	2.58	<0.1
▣ Verde	94	212.29	21.40	12.72	0.99	0.41	8.42	2.69	0.13	5.41	<0.1
▣ Gardiner	84	194.65	21.63	10.13	<0.1	0.43	7.52	0.13	2.56	4.00	<0.1
▣ Adventure	93	186.29	21.45	10.64	<0.1	0.45	6.43	2.03	0.15	4.10	<0.1

NON-VEGETARIAN

▣ Florence Chicken	88	183.88	24.61	10.00	0.42	0.49	5.05	1.73	0.22	2.97	<0.1
▣ Pollo Heaven	78	217.04	21.27	11.21	0.90	0.47	9.68	3.37	1.26	4.91	<0.1
▣ Temptation	88	178.12	20.49	11.41	0.94	0.41	5.61	2.15	0.22	3.13	<0.1
▣ Pesto Pepperoni	85	267.97	20.83	14.58	0.87	0.61	14.04	5.54	1.55	6.81	<0.1

SO CHEEZY PIZZA	Fat										
	Average slice weight (g)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugar (g)	Sodium (g)	Total Fat (g)	MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)
VEGETARIAN											
Nutritional value per portion											
 Margarita											
Personal	92	275.80	27.94	11.32	<0.1	0.45	13.19	4.23	4.32	4.86	<0.1
Medium	108.00	323.77	32.80	13.29	<0.1	0.53	15.48	4.97	5.07	5.70	<0.1
 Italia Treat											
Personal	104.75	329.17	34.52	13.24	1.14	0.52	15.34	4.85	4.93	5.56	<0.1
Medium	127.33	400.13	41.97	15.10	1.39	0.64	18.65	5.90	6.00	6.76	<0.1
 Veg Treat											
Personal	104.75	333.66	35.47	13.36	1.20	0.54	15.37	4.86	4.93	5.57	<0.1
Medium	124.83	397.03	42.27	15.93	1.42	0.65	18.32	5.79	5.88	6.64	<0.1
 Super Veg											
Personal	107.75	346.44	37.16	13.83	1.27	0.59	15.83	5.02	5.10	5.71	<0.1
Medium	128.67	413.69	44.38	16.52	1.52	0.71	18.90	6.00	6.09	6.82	<0.1
NON-VEGETARIAN											
 Chicken Twist											
Personal	109.75	363.54	36.17	15.93	1.20	0.64	16.12	5.09	5.18	5.85	<0.1
Medium	131.33	423.07	43.29	19.06	1.43	0.76	19.30	6.09	6.20	7.00	<0.1
 Hot N Spicy Chicken											
Personal	111.5	374.83	40.04	16.61	1.40	0.68	16.67	5.21	5.29	5.98	<0.1
Medium	133.67	449.35	48.00	19.91	1.68	0.82	19.74	6.24	6.34	7.16	<0.1
 Double Chicken feast											
Personal	118.25	414.99	42.46	21.77	<0.1	0.77	17.56	5.56	5.64	6.36	<0.1
Medium	140.17	491.90	50.34	25.80	<0.1	0.91	20.82	6.59	6.69	7.54	<0.1

[illegible]

Personal	62	129.14	18.83	6.00	0.99	0.23	3.31	0.94	0.84	1.53	<0.1
Medium	79	165.71	24.16	7.70	1.28	0.30	4.25	1.21	1.08	1.97	<0.1
Family	100	209.08	30.49	9.72	1.61	0.38	5.36	1.52	1.36	2.48	<0.1
■ Spicy Veggie											
Personal	64	145.19	19.72	7.68	0.88	0.24	3.95	0.87	0.77	2.31	<0.1
Medium	82	184.92	25.11	9.79	1.12	0.31	5.04	1.11	0.98	2.95	<0.1
Family	103	231.61	31.45	12.26	1.41	0.39	6.31	1.38	1.23	3.69	<0.1
■ Veggie Crunch											
Personal	64	162.39	17.00	8.25	2.09	0.32	2.88	0.73	0.47	1.65	<0.1
Medium	83	210.98	22.09	10.72	2.72	0.42	3.74	0.95	0.61	2.14	<0.1
Family	104	265.62	27.81	13.50	3.42	0.53	4.71	1.20	0.77	2.69	<0.1
■ Double Cheese											
Personal	61	167.83	19.48	9.41	1.73	0.38	5.86	2.01	1.33	2.52	<0.1
Medium	78	213.26	24.76	11.96	2.20	0.48	7.45	2.55	1.69	3.21	<0.1
Family	99	271.60	31.53	15.23	2.81	0.61	9.49	3.25	2.15	4.08	<0.1
■ Veggie Lovers											
Personal	70	150.63	18.69	8.06	2.48	0.30	4.85	1.49	0.67	2.68	<0.1
Medium	92	198.67	24.65	10.63	3.27	0.39	6.39	1.96	0.89	3.54	<0.1
Family	116	250.85	31.13	13.42	4.13	0.50	8.07	2.48	1.12	4.47	<0.1
■ Country Feast											
Personal	66	135.38	20.72	6.32	0.58	0.26	3.89	1.12	0.53	2.04	<0.1
Medium	78	160.24	24.52	7.48	0.69	0.30	4.60	1.33	0.62	2.42	<0.1
Family	107	220.00	33.77	10.30	0.95	0.42	6.34	1.83	0.80	3.33	<0.1
■ Exotica											
Personal	71	155.05	25.93	5.67	1.02	0.31	3.23	0.90	0.76	1.56	<0.1
Medium	87	191.93	32.10	6.89	1.26	0.38	4.00	1.12	0.94	1.93	<0.1
Family	109	239.57	40.07	8.60	1.57	0.48	4.99	1.40	1.17	2.41	<0.1
■ Veggie Supreme											
Personal	75	157.55	28.38	6.67	0.90	0.51	1.93	0.82	0.63	0.48	<0.1
Medium	93	196.03	35.30	8.30	1.12	0.63	2.40	1.02	0.78	0.60	<0.1
Family	117	245.54	44.22	10.40	1.40	0.79	3.01	1.28	0.98	0.75	<0.1
■ Paneer El Rancho											
Personal	71	187.75	25.17	7.26	1.11	0.29	6.47	1.84	1.67	2.97	<0.1
Medium	92	242.24	32.47	9.36	1.43	0.37	8.35	2.38	2.15	3.83	<0.1
Family	118	310.91	41.68	12.02	1.83	0.47	10.72	3.05	2.77	4.92	<0.1
■ Tandoori Paneer											
Personal	73	190.21	20.83	19.18	1.49	0.67	3.20	0.91	0.40	1.90	<0.1
Medium	95	249.68	27.34	25.17	1.96	0.89	4.21	1.19	0.52	2.49	<0.1
Family	122	319.42	34.98	32.20	2.51	1.13	5.38	1.52	0.67	3.19	<0.1
■ Paneer Makhani											
Personal	73	185.82	20.04	17.86	1.93	0.59	3.24	0.92	0.41	1.93	<0.1
Medium	95	243.92	26.30	23.45	2.53	0.77	4.25	1.21	0.53	2.53	<0.1
Family	122	312.06	33.65	30.00	3.24	0.99	5.44	1.55	0.68	3.24	<0.1

NON-VEGETARIAN

Chicken Crunch											
Personal	63	144.48	17.07	9.40	0.49	0.28	4.84	1.33	1.61	1.91	<0.1
Medium	88	204.20	24.12	13.29	0.70	0.40	6.85	1.87	2.27	2.70	<0.1
Family	106	245.62	29.02	15.98	0.84	0.48	8.23	2.25	2.73	3.25	<0.1
Chicken Supreme											
Personal	70	167.11	15.55	11.98	1.94	0.55	4.94	1.26	1.47	2.19	<0.1
Medium	89	212.89	19.81	15.26	2.47	0.70	6.30	1.61	1.87	2.79	<0.1
Family	112	267.80	24.92	19.19	3.10	0.88	7.92	2.02	2.35	3.51	<0.1
Pepperoni											
Personal	63	169.50	18.28	10.19	1.79	0.45	6.21	2.60	2.59	1.03	<0.1
Medium	80	216.14	23.30	13.00	2.28	0.57	7.92	3.31	3.30	1.31	<0.1
Family	103	276.79	29.84	16.65	2.92	0.73	10.14	4.24	4.23	1.68	<0.1
Chick 'n' Spicy											
Personal	68	156.42	19.53	8.68	0.85	0.47	4.84	1.17	1.19	2.48	<0.1
Medium	87	199.92	24.97	11.10	1.08	0.60	6.19	1.49	1.53	3.17	<0.1
Family	110	252.63	31.55	14.02	1.37	0.76	7.82	1.89	1.93	4.00	<0.1
Zesty Chicken											
Personal	64	147.49	18.42	8.19	0.80	0.44	4.56	1.10	1.13	2.34	<0.1
Medium	81	187.05	23.36	10.38	1.01	0.56	5.79	1.40	1.43	2.96	<0.1
Family	102	235.35	29.39	13.06	1.28	0.70	7.28	1.76	1.80	3.73	<0.1
Chicken Italia											
Personal	77	177.45	22.16	9.85	0.96	0.53	5.49	1.32	1.36	2.81	<0.1
Medium	93	214.51	26.79	11.91	1.16	0.64	6.64	1.60	1.64	3.40	<0.1
Family	121	278.27	34.75	15.44	1.51	0.83	8.61	2.08	2.13	4.41	<0.1
Corn 'n' Chicken											
Personal	70	160.28	20.02	8.90	0.87	0.48	4.96	1.20	1.22	2.54	<0.1
Medium	89	204.65	25.56	11.36	1.11	0.61	6.33	1.53	1.56	3.24	<0.1
Family	112	258.77	32.32	14.36	1.40	0.77	8.01	1.93	1.96	4.10	<0.1
Kadai Chicken											
Personal	77	181.75	17.93	11.59	1.38	0.63	5.31	1.48	1.47	2.36	<0.1
Medium	99	233.11	23.00	14.86	1.76	0.80	6.81	1.89	1.88	3.03	<0.1
Family	125	293.79	28.98	18.73	2.22	1.01	8.58	2.39	2.37	3.82	<0.1
Chicken Tikka											
Personal	75	179.00	16.76	11.12	0.95	0.58	4.71	1.52	0.80	2.38	<0.1
Medium	95	227.50	21.30	14.13	1.21	0.74	5.99	1.94	1.02	3.03	<0.1
Family	121	288.86	27.04	17.94	1.53	0.94	7.60	2.46	1.29	3.85	<0.1
DESSERTS											

DESSERTS

Serving Portion (g)	Total Energy (kcal)	Carbohydrate (g)	Protein (g)	Sugars (g)	Sodium (mg)	Total Fat (g)	Fat			
							MUFA (g)	PUFA (g)	Saturated Fat (g)	Trans Fat (g)

Nutritional value per portion											
VEGETARIAN											
▪ Decadent Chocolate	80	222.4	27.36	2.50	10.15	0.12	11.41	2.27	0.61	8.53	<0.1
▪ Cinnamon Espresso	80	203.2	21.52	1.01	15.37	0.11	12.58	2.42	0.74	9.42	<0.1
▪ Classic Vanilla	80	136	16	3.2	12	0.04	6.8	2.4	0.64	3.76	<0.1
▪ Chocoholic Symphony	80	177.6	19.2	3.6	13.6	0.16	9.66	2.4	0.85	6.98	<0.1
▪ Ebony 'n' Ivory	170	371.8	45.0	5.9	24.9	0.20	18.9	4.8	1.3	12.7	<0.1
▪ Banoffee Pie	110	441.85	56.47	4.01	39.2	208.12	16.13	4.26	0.84	11.09	<0.1
▪ Tiramisu Monoportion	100	289.5	37.8	2.8	18.7	201.8	13.25	2.95	2.13	8.17	<0.1
▪ Butterscotch Mousse shot	54	172.21	22.63	0.892	14.29	92.36	8.98	0.52	0.3	8.16	<0.1
▪ Chocolate Mousse shot	52	149.17	17.80	0.7	11.7	94.2	8.75	0.65	0.40	7.80	<0.1
▪ Strawberry Mousse shot	57	188.13	24.72	0.99	16.88	86.68	9.575	0.7	0.66	8.24	<0.1
NON-VEGETARIAN											
▪ Cheese cake roll	156	526.28	83.18	9.08	20.37	543.18	17.47	5.58	2.40	9.47	<0.1
▪ Choco chip cookie sundae	275	1087.89	151.43	14.91	50.00	494.4	47.05	15.76	5.04	26.24	<0.1
▪ Mini Cheesecake Platter	195	571.35	65.73	15.33	47.68	0.28	21.57	7.51	1.87	12.19	<0.1

CROWN PIZZAS

CROWN PIZZAS

Fat											
CROWN PIZZAS											
(Serves 2-3)											
Nutrition value per slice portion											
VEGETARIAN											
▪ Veggie Royal	119	262.22	35.13	9.87	4.60	0.81	9.58	3.60	1.85	4.10	<0.1
▪ Veggie fortune	118	282.20	36.20	10.10	4.60	0.92	10.80	4.60	2.10	5.10	<0.1
▪ Veggie Grand	126	320.17	38.05	10.96	5.17	1.01	13.61	4.54	2.65	6.43	<0.1
▪ Margherita	108	254.93	33.74	9.78	4.10	0.78	8.77	2.79	1.32	4.46	<0.1
NON-VEGETARIAN											
▪ Chicken Jewel	116	238.00	26.32	12.95	4.28	0.82	8.84	1.68	1.85	5.31	<0.1
▪ Chicken splendor	124	279	29.64	15	5.58	1.05	10.79	3.35	3.1	4.34	<0.1
▪ Chicken majestic	130	264.00	29.40	13.70	4.34	0.89	9.36	1.96	2.28	5.12	<0.1

(Pizza Hut, Inc., 2010).

Exhibit 4 – Subway India Full Menu

4/1/2014 Nutrition Tables, Subway Calories, Subway India

NUTRITION

It's good to know exactly what you're getting. Here you can check out in-depth nutritional information on any sub we make.

Tuna: serving size: 242.0g				
Calories		Carbohydrates(g)	40.6	Protein(g) 26.4
Total Fat(g)	24.2			
Fat(%)	10.00			
Fat Free	99.0			
Chicken Ham: serving size: 222.0g				
Calories		Carbohydrates(g)	30.2	Protein(g) 27.5
Total Fat(g)	4.3			
Fat(%)	98.7			
Fat Free	98.0			
Roasted Chicken: serving size: 232.0g				
Calories		Carbohydrates(g)	18.6	Protein(g) 33.9
Total Fat(g)	1.1			
Fat(%)	10.30			
Fat Free	98.0			
Chicken Teriyaki: serving size: 244.0g				
Calories		Carbohydrates(g)	49.2	Protein(g) 26.6
Total Fat(g)	2.5			
Fat(%)	11.09			
Fat Free	99.0			
Based on 6" regular subBased on 6" regular subBased on 6" regular subBased on 6" regular sub				

Italian B.M.I.™: serving size: 248.0g				
Calories		Carbohydrates(g)	39.9	Protein(g) 31.0
Total Fat(g)	11.1			
Fat(%)	13.84			
Fat Free	96.0			
Subway Club™: serving size: 250.0g				
Calories		Carbohydrates(g)	39.9	Protein(g) 31.7
Total Fat(g)	6.5			
Fat(%)	12.44			
Fat Free	97.0			
Turkey: serving size: 207.0g				
Calories		Carbohydrates(g)	38.0	Protein(g) 25.5
Total Fat(g)	3.3			
Fat(%)	8.14			
Fat Free	98.0			
Turkey & Chicken Ham: serving size: 222.0g				
Calories		Carbohydrates(g)	38.1	Protein(g) 28.1
Total Fat(g)	4.0			
Fat(%)	9.67			
Fat Free	98.0			
Based on 6" regular subBased on 6" regular subBased on 6" regular subBased on 6" regular sub				

Chicken Tikka: serving size: 222.0g				
Calories		Carbohydrates(g)	18.4	Protein(g) 29.2
Total Fat(g)	15.5			
Fat(%)	69.8			
Fat Free	96.7			
Chicken Seekh: serving size: 236.0g				
Calories		Carbohydrates(g)	30.7	Protein(g) 28.7
Total Fat(g)	15.8			
Fat(%)	118.9			
Fat Free	93.3			

http://www.subway.co.in/page_menu_nutrition_tables.html

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Nutrition Tables: Subway Calories: Subway India

Based on 6" regular subBased on 6" regular sub

Veg. Shammi: serving size: 225.0g				
Calories		Carbohydrates(g)	53.7	Protein(g) 27.1
Total Fat(g)	5.7			
Fat(%)	10.0			
Fat Free	97.6			
Veggie Delite™: serving size: 162.0g				
Calories		Carbohydrates(g)	17.7	Protein(g) 15.6
Total Fat(g)	2.2			
Fat(%)	41.7			
Fat Free	99.0			
Veggie Patty: serving size: 266.0g				
Calories		Carbohydrates(g)	62.4	Protein(g) 21.6
Total Fat(g)	12.0			
Fat(%)	104.1			
Fat Free	95.0			
Paneer Tikka: serving size: 236.0g				
Calories		Carbohydrates(g)	40.5	Protein(g) 25.0
Total Fat(g)	27.3			
Fat(%)	105.2			
Fat Free	88.0			
Aloo Dabba: serving size: 221.0g				
Calories		Carbohydrates(g)	52.9	Protein(g) 20.4
Total Fat(g)	9.8			
Fat(%)	85.9			
Fat Free	96.0			

Based on 6" regular subBased on 6" regular subBased on 6" regular subBased on 6" regular subBased on 6" regular sub

(SUBWAY India, 2014).